NOVEMBER • 1950

ELECTRICAL WHOLESALING

THE NATIONAL MAGAZINE OF ELECTRICAL WHOLESALE DISTRIBUTION

A McGraw-Hill Publication

LUTHER D. SHANK

Chief, Electrical Products Section
Building Materials Division
National Production Authority

D. P. A. NEWS-DIGEST (page 46)

NEW Leader Fluorescent SUN LAMP is Better 5 Ways . . . Sells Faster!

AT HOME—Wall Mounted in the Kitchen, Bathroom, Bedroom or Playroom

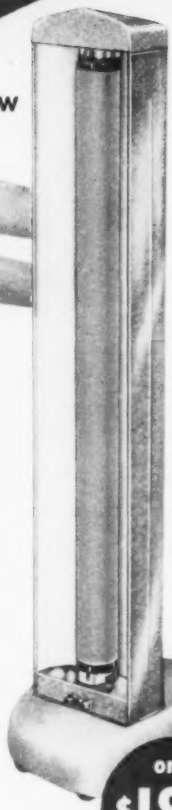
AT WORK—Base-Mounted on Office Desks, in Rest Rooms, Lounges, Conference Rooms

IN "REC" ROOMS—Ceiling-Mounted . . . at Home or at Work . . . Over Ping Pong, Billiard or Card Tables.

● More than twice as efficient for a QUICK TAN (due to use of an Alzak reflector), always COOL to the touch, radiating over WIDE AREAS for all day long ultra-violet ray benefits, REMOVABLE from base for wall or ceiling mounting, and with a RIGHT PRICE, the new Leader Portable Fluorescent Sun Lamp *really sells* . . . as evidenced by orders and reorders from alert merchandisers everywhere.

The reason? The Leader Portable Fluorescent Sun Lamp, developed jointly by Leader Electric and Westinghouse Manufacturing Company, has everything the consumer wants . . . including the new Westinghouse *Fluorescent* Sun Lamp played up so heavily in current Westinghouse lamp publicity.

Soon Leader national advertising in top magazines and newspapers will give added push to the avalanche of Leader sales. For full information about Leader SUN LAMP deliveries, merchandising helps, franchise opportunities, write TODAY!



only $18.95 List

Unexcelled QUICK TAN . . . WIDE AREA Ultra-Violet Ray Benefits . . . Always COOL to Touch . . . PORTABLE . . . PRICED RIGHT

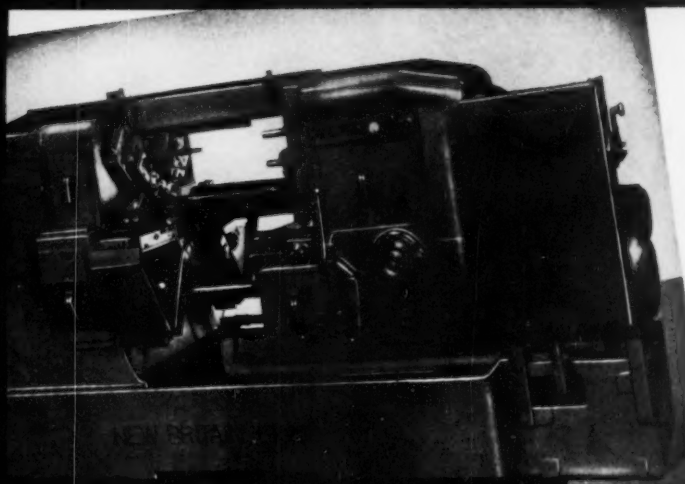
Leader *America's No. 1 Lighting Equipment Manufacturer*

LEADER ELECTRIC COMPANY • 3500 NORTH KEDZIE AVENUE • CHICAGO 18, ILLINOIS
Leader Electric—Western • 800 One Hundredth Avenue • Oakland 3, California
Campbell-Leader, Ltd. • Brantford, Ontario • Canada

NEW ELECTRICAL DEVELOPMENTS #5

ELECTRICAL WHOLESALERS . . . Let us tell you how other leading Wholesalers are "cashing in" on ads like these, which are creating an ever growing demand for ECONOMY "De-Lay" Renewable Fuses and Renewal Links. . . . . .

Prevent Interruptions to *Electrically-Operated* High Production *Machines*



NEW Multiple-Spindle Automatic SCREW MACHINES

Six independently cammed cross-slides are radially arranged about the spindle carrier axis, making possible the same line of forming thrust for every position; minimizing overhang, and allowing you greater interchangeability of holders.

MODERN ECONOMY "De-Lay" Renewable Fuses

here's how to prevent interruptions to high-production machines, due to momentary overloads and "fuse" blows in electrical circuits.

Use ECONOMY "De-Lay" Renewable Fuses, which give safe protection where most overloads occur—in the 135 to 200% range.

Placed in your electrical circuits, ECONOMY "De-Lay" Renewable Fuses prevent many "Blackouts" otherwise caused by current surges lasting only a fraction of a second.

Leading Electrical Wholesalers stock ECONOMY "De-Lay" Renewable Fuses and Renewal Links.

© Reg. U. S. Pat. Office

You are invited to write for the New Economy Catalog.

ECONOMY DE-LAY RENEWABLE CARTRIDGE FUSES

ECONOMY FUSE & MFG. CO., 2717 GREENVIEW AVE., CHICAGO 14, ILL. REPRESENTATIVES IN ALL PRINCIPAL CITIES

SQUARE D's *New*

SAFETY SWITCHES

***Types A, C and D**

Backed by 40 years'

DESIGN LEADERSHIP

The remarkable superiority of this new switch line is reflected in these TYPE A design and operating features:

MODERN STYLING is both functional and attractive.

COMPACTNESS obtained without sacrifice of wiring convenience.

FULL COVER INTERLOCK has attachment that locks switch "ON" or "OFF" with 1, 2, 3 or 4 padlocks of nearly any size or shape.

SIMPLE MECHANISM—quick make-and-break action—no dead center.

SILVER-PLATED current-carrying parts.

EXPOSED BLADES permit visual checks of switch operation.

DEAD-FRONT line terminals are protected by hinged arc chamber cover.

MAGNETIC ARC PLATE adds to unusually high rupturing capacity.

POSITIVE PRESSURE jaws and fuse clips, steel reinforced, silver-plated.

NON-TRACKING insulation used in base. Melamine insulating cross-bar.

REMOVABLE PRESSURE CONNECTORS permit substitution of solder lugs, where preferred.

Types* **C *and* **D** *similar to Type* **A** *in appearance—differ in construction details*

NOW in production: 30, 60, 100 and 200 ampere sizes

Write **for Bulletin 3100 • Square D Company, 6060 Rivard Street, Detroit 11, Michigan**

SQUARE D COMPANY

DETROIT • MILWAUKEE • LOS ANGELES

SQUARE D COMPANY CANADA LTD., TORONTO • SQUARE D de MEXICO, S.A., MEXICO CITY, D.F.

ELECTRICAL WHOLESALING

THE NATIONAL MAGAZINE OF ELECTRICAL WHOLESALE DISTRIBUTION

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CHANGE OF ADDRESS

Director of Circulation, Electrical Wholesaling
330 West 42nd Street, New York 18, N. Y.

Please change the address of my Electrical Wholesaling subscription.

Name .....

Old Address .....

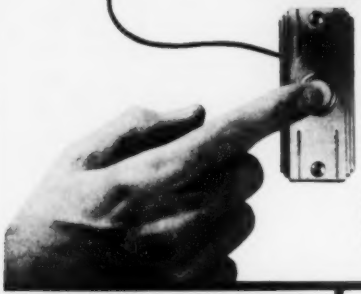
New Address .....

New Company Connection .....

New Title or Position .....

Complete SIGNALING SYSTEMS

AUTH



FROM *One* RESPONSIBLE SOURCE

Whether it's a hospital or a school, a housing project or an industrial plant, Auth makes the signaling systems for it — complete! Protect your reputation by specifying reputable systems . . . Eliminate confusion . . . simplify your work . . . and save money for your client.

On your next commission place the responsibility for all signaling and communication equipment with Auth, a Company having more than half a century of experience in this field. You'll be glad you did.

FOR HOUSING

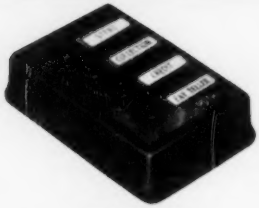
U.S. Approved Mail Boxes; Doorbell Systems and Mechanical Door Chimes; Telephone and Fire Alarm Systems.

FOR HOSPITALS

Nurses' Call, Doctors' Paging, and "In and Out" Register Systems; Clock, Telephone, Fire Alarm Systems; Night Lights.

FOR SCHOOLS

Clock, Program Bell, and Fire Alarm Systems; Telephone and Miscellaneous Signaling Systems.

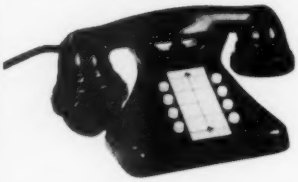


FOR OFFICES

Buzzer, Annunciator, and Clock Systems; Telephone, Fire Alarm, and Elevator Signaling Systems.

FOR INDUSTRIAL PLANTS

Fire Alarm, Telephone, and Paging Systems; Clock and Program Bell Systems; Supervisory Annunciators.



FOR COMMERCIAL HOUSES

Telephone, Clock, and Fire Alarm Systems; Buzzer, Annunciator, and Paging Systems.

MANUFACTURERS OF

Electrical Signaling, Communication and Protective Equipment for Housing, Hospitals, Schools, Offices, Ships, and Industry.

SINCE 1892 AUTH

Descriptive Literature upon Request
Sales Representatives in Principal Cities

COMPLETE SYSTEMS • ONE RESPONSIBILITY

AUTH ELECTRIC COMPANY, INC.

34-20 45th St., Long Island City 1, N.Y.

NOW ONE CHRONOTHERM CIRCUIT FOR ALL APPLICATIONS*

WITH

Honeywell's New UNIVERSAL CLOCK THERMOSTAT

it's Thermostat Magic

Easier to Sell

- ✓ ELIMINATES STOCKING PROBLEMS
- ✓ NEW SIMPLIFIED OPERATION
- ✓ NO MORE MATCHING OF HEATERS
- ✓ MAKES INVENTORY SIMPLE

*Designed for All Types of Automatic Heating.

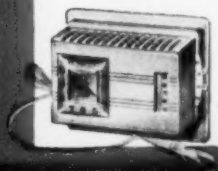
LOOK! here's a new field for volume sales—for you and for your dealers. It's the electric clock thermostat. Every home throughout the nation with automatic heating is a prospect. Home owners want day-nite temperature control for convenience and economy. And intensive national advertising is steadily multiplying consumer demand for Honeywell's Universal TM Clock Thermostat—demand that means sales for your dealers. Highly profitable sales, too, because Honeywell's Clock Thermostat carries an exceptionally attractive mark-up.

But more than this, Honeywell has now made it possible for home owners to install thermostats themselves. The Universal Plug-in type Clock Thermostat requires no wiring, no special connections. It's an over-the-counter item, attractively packaged, supplemented with colorful display material.

So get in on this new trend in the appliance field. Get your dealers in on it, too. Honeywell's Electric Clock Thermostat is a high profit item—in a huge market. Minneapolis-Honeywell, Minneapolis 8, Minnesota. In Canada: Toronto 17, Ontario.

Now for the First Time.....

One Chronotherm packaged two ways for your convenience. The TM 848A Plug-In for replacement jobs — the TM850A for all new or concealed wiring installations. Makes stocking, selling and installation . . . Simple as A B C.



Increase Your Sales!

MINNEAPOLIS
Honeywell
FIRST IN CONTROLS

LIGHTING THE WAY *Everywhere*

REVERE offers the finest, most complete Line of lighting equipment on the market. All Units are precisely engineered for definite purposes and meet the most exacting requirements on every job.

The Line comprises distinctive Floods, Poles, Standards and Luminaires for Service Station, Airport, Sports, Outdoor Theater, as well as lighting equipment for Streets and Boulevards, Industrial, Farm and Marine applications.

Revere is a line you can sell anywhere with confidence and assurance you're selling the *Best!*

DON'T WORK WITHOUT THE REVERE CATALOG • SEND FOR YOURS TODAY!

Revere
ELECTRIC MFG. CO. CHICAGO, U.S.A.
THE GREATEST NAME IN LIGHTING

6011 BROADWAY • CHICAGO 40, ILLINOIS

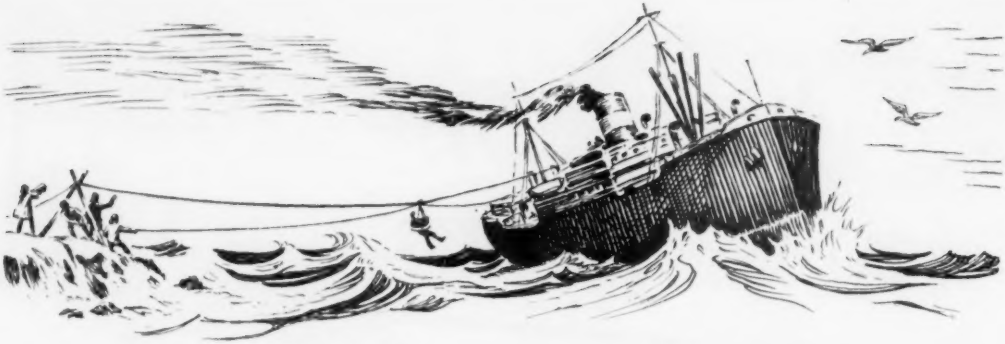
INDOOR AND OUTDOOR LIGHTING EQUIPMENT TO SERVE EVERY NEED

Appleton One Name Always stands out

FOR
GRIP-ABILITY
HOLD-ABILITY
STAY-ABILITY

- Plus a complete line of Rubber Insulating Tapes.
- Also available, Specification Tapes for all Industrial and Utility Applications.

APPLETON RUBBER CO., Inc.
BOSTON 30, MASS.



It's the Line that Counts-

THE *STA-KON* LINE IS STRONG and COMPLETE

SHAPES: Cleopatra to Ichabod Crane

Round, square, straight, flat, bent, offset, goosenecked
Forked, hooked, double-tongued

USES: A to Izzard

Aircraft cabin to Locomotive cab
Blankets (electric) to Toasters (automatic)
Elevators to Telephones
Fluorescent lamps to Circuit wiring
Motor disconnects to Television antennas

FINISHES: Bathing suit to fur coat

Plated, tinned, naked for taping
Insulated with tubing, Pre-insulated with Nylon
Insulated with phenolic cap

TOOLS: Handshake to bear hug

Hand tools to Air powered production tools

THE THOMAS & BETTS CO.
INCORPORATED
ELIZABETH 1 NEW JERSEY

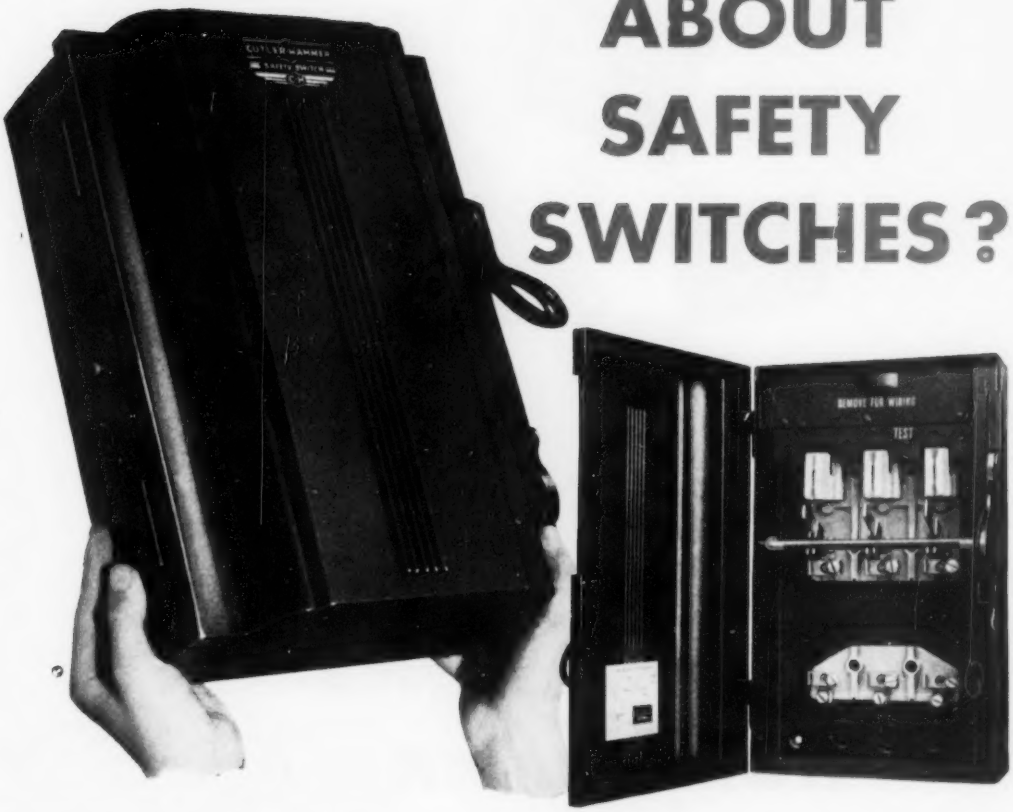
T&B ENGINEERED

UL

LISTED BY UNDERWRITERS' LABORATORIES

T&B PRODUCTS SOLD ONLY THROUGH THE T&B ELECTRICAL WHOLESALER

what are the FACTS ABOUT SAFETY SWITCHES?



1 IS "INTERNAL HEATING" IN SAFETY SWITCHES IMPORTANT?

Engineering research fully authenticated by outstanding authorities shows "internal heating" in Safety Switches to be the principal cause of Safety Switch failures.

2 HOW DOES "INTERNAL HEATING" CAUSE SAFETY SWITCH FAILURES?

By literally baking the life out of Safety Switch parts. It causes insulating materials to disintegrate, metal parts to warp and corrode, so switches either become inoperative or "burn up" through inability to carry the load.

3 WHAT CAUSES "INTERNAL HEATING" IN SAFETY SWITCHES?

In properly constructed Safety Switches, fuses are responsible almost exclusively for "internal heating." This is no criticism of fuses; it is unavoidable. Any fuse carrying its rated load *must* be near its melting point if it is to perform properly when an overload occurs. Any metal operating *near* its melting point must be *hot* and fuse links *are* hot, with temperatures running as high as 700 degrees Fahrenheit.

4 HOW CAN THE TROUBLE FROM "INTERNAL HEATING" BE OVERCOME?

As the adequate enclosure so fundamental to *safety* in Safety Switches makes thorough venting of the trapped heated air impossible, the only escape from the ravages of "internal heating" can come through selecting materials for the internal structure and designing this structure to successfully withstand the unavoidable heat conditions to be met in service.

5 WHAT SAFETY SWITCHES AVOID "INTERNAL HEATING" TROUBLES?

Cutler-Hammer Safety Switches. Cutler-Hammer Safety Switches were completely redesigned *ten years* ago to beat "internal heating" when engineering research clearly indicated the need for *such* Safety Switches. Nine years of experience shows the Cutler-Hammer claim of better Safety Switch performance far more than a mere promise; it is a proven *fact*. Ask the men who use them. CUTLER-HAMMER, Inc., 1327 St. Paul Ave., Milwaukee 1, Wis.

CUTLER-HAMMER
SAFETY SWITCHES
C-H

FRESH'ND-AIRE®
Electric ROOM HUMIDIFIER

Order through your distributor Now! FRESH'ND-AIRE MODEL 700! FAIR TRADED AT $39.95 RETAIL

Here's why!

Heat that warms a home also dries the air! And dry air takes moisture from wherever it can get it. It draws moisture from skin, nose, throat! It takes it from furniture, floors, walls. That's why skin feels dry and drawn in the winter. That's why throats tickle, why your nose feels dry and stopped up. That's why cracks appear in walls, why furniture dries and breaks. And that's why a Fresh'nd-Aire Humidifier is essential to everyone who draws a breath!

The Fresh'nd-Aire Humidifier pulls in dry, parched air—washes it—fans it out fresh—with the exact amount of moisture air requires. There's no need then for air to rob your skin, your body, your house of additional moisture.

Here's what it does!

- Relieves night-time discomfort of coughs, stopped-up nose, difficult breathing.
- Keeps air fresh with windows closed.
- Filters germ-laden dust, dirt, smoke, and pollen from air.
- Cuts down fuel bills. . . . More comfort with less heat.
- Preserves furniture, books, musical instruments from ravages of dry air.
- Helps prevent dry, parched skin.
- Relieves suffering from Hay Fever and allergies due to dust and dirt.

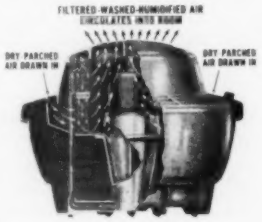
So practically everybody who draws a breath is a prospect for Fresh'nd-Aire's new low-priced Humidifier! Be sure you get your share of this new appliance market!

NEW HIGH STYLE DESIGN!

Smartly-styled as a piece of good furniture! • Attractive, durable two-tone green-gray and cream plastic • Neutral shades blend with any color scheme.

WHAT IT DOES!

Moisturizes air! Washes and filters air! Deodorizes and purifies air!



FRESH'ND-AIRE COMPANY
Division of Cory Corporation
Manufacturers of Cory Coffee Brewers • Cory Electric Knife Sharpeners • Cory Electric Dishwashers
Fresh'nd-Aire Fans • Circulators • Humidifiers • Heater-Fans
221 North La Salle Street • Chicago 1, Illinois

MAKE A *Good Connection!*

WEAVER

CAST GROUND ROD CLAMPS

CAST of high strength Aluminum Bronze, WEAVER GROUND ROD CLAMPS withstand great tightening torques without distortion and assure permanent high pressure connections.

They are designed to assure perfect alignment between rod and wire, and the long wire-bearing surface provides exceptionally good contact.

Clamps are provided with either hex head or socket set screws which are specially machined with rounded points to prevent damaging the surface of the Ground Rod.

For top quality at lowest cost, you can't beat WEAVER CAST GROUND ROD CLAMPS.

GROUND ROD CLAMP

POLE BOTTOM GROUND PLATE

BONDED COPPER GROUND ROD

Write for the latest Weaver Catalogue

JAW

J.A. WEAVER co.

ST. LOUIS 6, MO.

2110 HOWARD ST. CE. 0881

THIS MAN WOULDN'T NEGLECT

A MACHINE IN HIS PLANT

...yet he hasn't had a Chest X-Ray!

He checks every piece of mechanical equipment he owns for wear, lubrication, efficiency.

Yet he fails to take the simple precaution of a Chest X-Ray to make sure he does not have tuberculosis. *Not because he's opposed to the X-Ray. Simply because he is not sufficiently informed—or just hasn't taken the time and trouble, or does not realize the seriousness of the problem.*

A Chest X-Ray is the first step toward detecting tuberculosis in its early stages. And in its early stages it can be cured with the least loss of time from work.

So, if you're the man above, that one simple reason should make you get your Chest X-Ray—*today*. But listen, see how serious this really is:

Between the ages of 15 and 34, tuberculosis leads all other diseases as a cause of death—although at no age are you safe from TB. Yet, if everyone does his part by getting a Chest X-Ray periodically, and the majority of cases thus discovered are followed up, we can eliminate TB entirely as a public health hazard!

Will you do your part today? Get a Chest X-Ray. It may mean your life!

Published in the public interest by:

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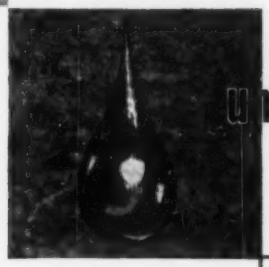
underwater



underground

wherever moisture is a problem...

"INSULATED WITH WATERTITE"

has meant TROUBLE-FREE CIRCUITS for over 20 YEARS

Millions of feet of Watertite rubber-insulated cables have been buried directly in the ground or installed under water in the past twenty years. These non-leaded cables have given safe, steady, trouble-free service because Watertite insulation has been compounded especially for these severe services—providing maximum moisture and heat resistance at no sacrifice of electrical and physical properties.

Time-tested Watertite will operate under the most difficult moisture conditions, whether in wet ducts, buried direct in the earth or totally submerged. Cables insulated with Watertite are available in the complete range of sizes up to 2,000,000 CM and for service up to 5000 volts. Both single and multiple conductor assemblies can be supplied with any type of outer finish.

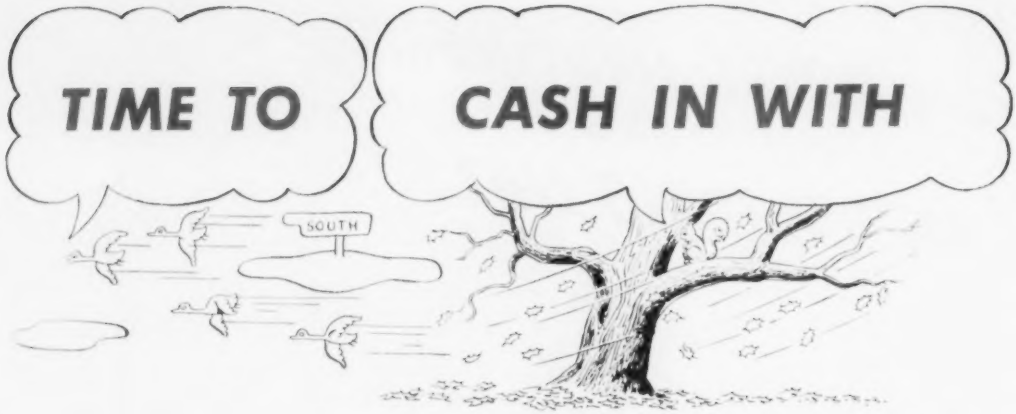
Watertite insulation is approved for use on airport lighting cables under CAA Specifications L-824 and is approved by Underwriters' Laboratories as Type RW moisture resisting and RH heat resisting insulation. For complete information and engineering data on Hazard Watertite Insulation, write today for Bulletin H-422 to Hazard Insulated Wire Works, Division of The Okonite Company, Wilkes-Barre, Pa.

HAZARD

8563

What Makes A GOOD Connection?
LISTED BY UNDERWRITERS
1 High Pressure Contact Between Wires: It is fundamental that high pressure contacts are better electrical contacts. Also, it is necessary to have high pressure to keep the wires from sliding, rolling or moving within the connector, as the power lines sway in the wind. High pressure effectively seals the contact surfaces from moisture and oxidation and produces a lasting low resistance connection. Tests show that BLACKBURN Connectors definitely produce these high pressure contacts.
2 Ability to Maintain This High Pressure Contact: The connector must have sufficient strength to make and hold a high pressure connection. It must not yield or stretch and loosen up with time. BLACKBURN Hi-Strength Connectors are made of Duronze, a silicon bronze alloy which is actually stronger than structural steel. They positively test stronger than other connectors when pulled to destruction in a tensile testing machine.
BUILDERS OF QUALITY PRODUCTS FOR 15 YEARS
OVER 100 CONVENIENTLY-LOCATED JOBBERS' STOCKS
YES, BLACKBURN Hi-Strength Connectors (1) make high pressure connections and (2) have that extra strength required to hold the high pressure connection. It pays to use the best—it pays to use BLACKBURN Connectors.
JASPER BLACKBURN PRODUCTS CORPORATION
First, Madison & Clinton Sts., St. Louis 6, Mo.
Phone CE-3007
BLACKBURN Hi-Strength CONNECTORS

SELL ROYAL LIGHTING...
THE YEAR'S
OUTSTANDING LINE
No. 880
. . . LED BY
PLASTIC NOVELTIES
WITH
"RUDOLPH
THE RED-NOSED
REINDEER"
No. 948
No. 710
Royalites
FOR
Christmas
Novelty . . . variety . . . saleability! The "something different" customers look for. They'll excite interest by National Advertising, and carry right thru to the cash register.
Show them . . . sell them!
No. 980
FLAMEPROOF VISCA TREES
No. 840
No. 930
No. 932
ILLUMINATED FULL-COLOR "VINYLITE" PLASTIC PLAQUES
REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN
ILLUMINATED PLASTIC NOVELTIES
All Plastic CANDLE SETS
No. 705
No. 780
No. 946
No. 935
No. 790
No. 735
No. 736
No. 109K
BUBBLING LAMP SETS
ROYAL
Order from your wholesaler-TODAY
Write for complete full-color catalog
ROYAL ELECTRIC COMPANY, Inc • PAWTUCKET • R • I •



G-E SUN AND HEAT LAMPS!

Here's how to do it . . .

STOCK UP DEALERS! Now that colder weather's here, more folks are in the market for G-E sunlamps and heat lamps. And General Electric's Sun and Heat Lamp Promotion is out to sell 'em! It starts November 1st. We're telling all your dealers about it with dealer ads and direct mail. So stock up dealers on G-E sunlamps and heat lamps *now!*

GIVE THEM SALES TIPS LIKE THIS Sales tests show that one out of nine shampoo customers will buy a General Electric heat lamp when it is suggested to them as a related item. Tell your agents to set up related item displays and to suggest heat lamps for hair drying. Make sure they tie-in with G-E advertising in November, December and January.

G-E Sunlamp—$8.50 for that summer-tan look

G-E Heat Lamp—$1.10, $2.95 to soothe muscular aches and pains

SUN and HEAT LAMPS

GENERAL ELECTRIC

the "Dutch Brand" trio... THREE ELECTRICAL TAPES

Not one... but all three!

ALL THREE TAPES ARE IMPORTANT

TO MEET THE SPECIFICATIONS of the ELECTRICAL TRADE

Available in practical sizes and packaging for convenient use

"DUTCH BRAND" PLASTIX Friction and Rubber Tapes

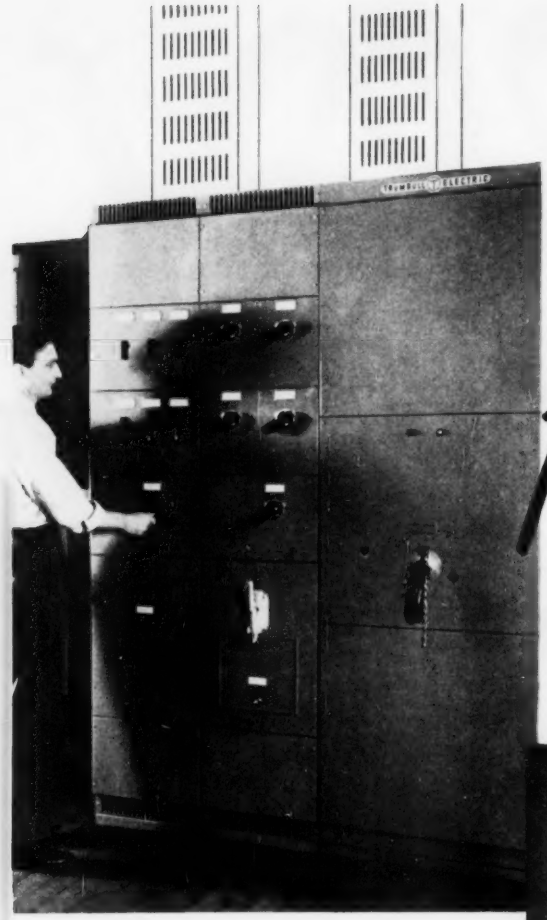
When you sell the "DUTCH BRAND" trio, you are offering three distinct types of tape to meet the requirements of your trade. Each tape has specific advantages on certain jobs . . . no one tape will meet all specifications. Point out the differences and advise them to select the tape best suited to their work. They'll find this choice of tape most helpful.

DUTCH BRAND

VAN CLEEF BROS. INC.

Manufacturers . . Rubber Products . . Est. 1910

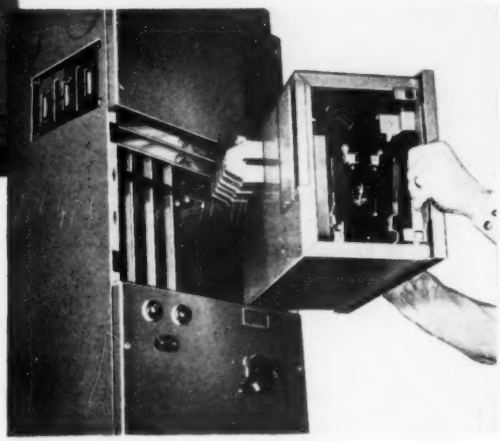
CHICAGO 19, U. S. A.



Announcing

Centr-A-Power

. . . a cinch to sell on both



New Features Save Floor Space, Speed Up Wiring, Facilitate Operation

LESS FLOOR SPACE NEEDED

Compact trough design allows more troughs to be used in a given area of floor space.

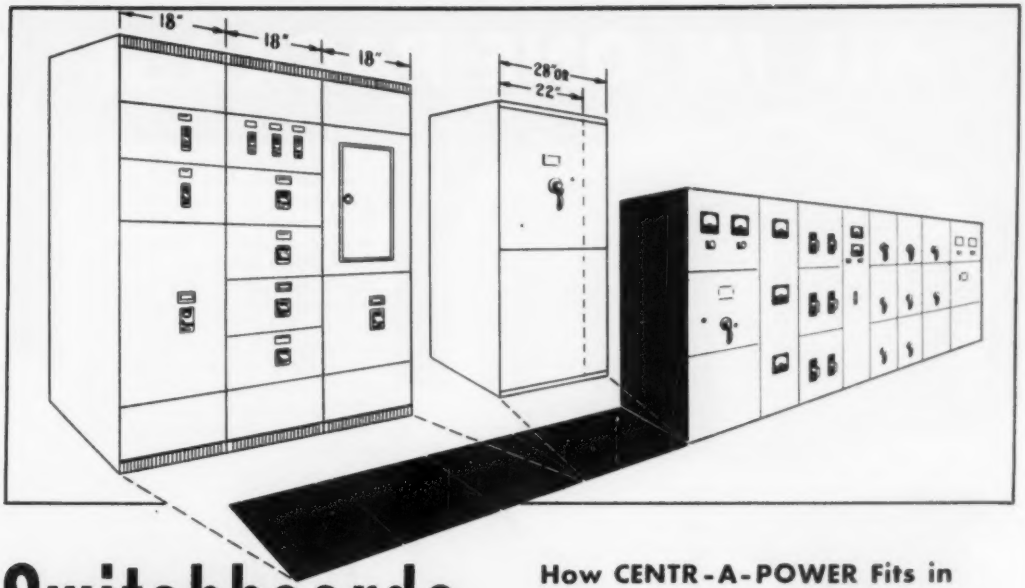
LOTS OF ROOM FOR WIRING

Generous (4 x 8 in.) wiring gutter makes wiring easier—can be accomplished with units in the trough—and allows use of over-size cable on long runs, keeping voltage drop low.

ACCESSIBLE FROM FRONT

CENTR-A-POWER Switchboards are completely accessible from the front, permitting aisle, back-to-back, "L" and "U" installations, further saving floor space.

TRUMBULL'S TRAINLOAD OF NEW PRODUCTS



Switchboards

quality and price!

Save customers installation time and maintenance costs with Trumbull's new type of switchboard for complete low voltage (600 V and under) switching requirements. Because of pre-engineering and standardization, you can now offer highest quality construction at lowest possible cost. Here are some of the features:

Pre-fabricated, rigid steel troughs can be placed in any arrangement to provide a completely dead-front, totally-enclosed switchboard. Wiring gutter design is such that load wiring is isolated from incoming load bus. Compact switch or breaker units, called CENTR-A-PLUGS, are easily mounted or removed. A quick-clip attachment saves time in installation, inspection and maintenance. Self-aligning latches replace bolts and nuts. Positive connection to bus bars is assured by use of spring-loaded, reinforced stabs. Each CENTR-A-POWER unit self-contained and electrically isolated from adjacent units.

How CENTR-A-POWER Fits in with Existing Rigid Type Switchboard Equipment

CENTR-A-POWER is made from three standard troughs, all 90 in. high. At left is unit type CENTR-A-POWER with 18 in. trough; it handles fusible switches through 200 amp. and circuit breakers through 600 amp. Two standard section troughs are indicated in the center. Type A is 22 in. wide, handles 400 and 600 amp. fusible switches. Type B is 28 in. wide, handles fusible switches through 1200 amp. and circuit breakers through 1600 amp.

Unit-Type Troughs (18 in.) are furnished assembled or unassembled. Large standard sections are furnished assembled only.

ALSO—TRUMBULL CENTR-A-POWER CONTROL CENTERS

which are of similar construction and line up mechanically and electrically with CENTR-A-POWER Switchboards.

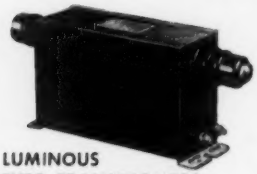
THE TRUMBULL ELECTRIC MANUFACTURING COMPANY,
Plainville, Conn.

TRUMBULL (T) ELECTRIC

TRUMBULL'S TRAINLOAD OF NEW PRODUCTS

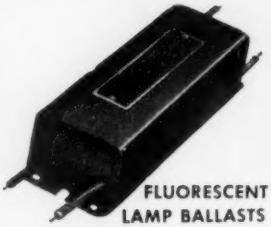
ALL IN ONE PACKAGE

You can save time and money by ordering all your transformer needs from Acme Electric. One source of supply means one order, one shipment, one invoice, one check and positive assurance that each and every order will be handled with appreciation. In addition, you will be supplying your customers with transformers and ballasts having construction and design features that guarantee better performance, long life.



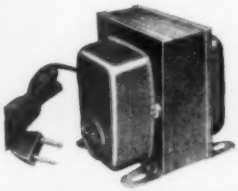
LUMINOUS TUBE TRANSFORMERS

A complete line of designs for indoor and outdoor applications. Core and coil, semi-enclosed and fully enclosed types. 18 to 120 m.a., 2000 to 15000 volts. Underwriters Laboratories approved. Write for new bulletin.



FLUORESCENT LAMP BALLASTS

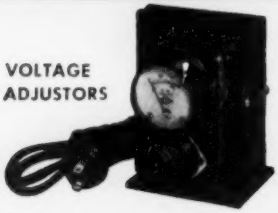
For standard hot cathode, quick-start, slimline and cold cathode tubes. Designed in all types for single, two, three and four lamp fixtures. Quality made to provide, hum-free, long-life performance.



STEP DOWN TRANSFORMERS

The most practical, inexpensive way to provide 115 volt service where only a 230 volt source of supply is available. Built in capacities from 85 watts to 2KVA.

VOLTAGE ADJUSTORS



A manually operated voltage adjustor to regulate to normal any under-voltage or over-voltage condition. Especially valuable in correcting operation of electrical equipment connected to circuit having excessive voltage drop. Available in sizes from 150 to 5000 watts.

BELL RINGING — CHIME AND SIGNALLING TRANSFORMERS

Designed to last forever when properly installed. Only first quality materials are used in building these fast selling transformers. Write for bulletin.

AIR COOLED TRANSFORMERS

Available in sizes from 1/10 KVA to 50 KVA, single phase 60 cycle, 240-480-600 volts primary. Also available in 3 phase designs and 2400 volt primary voltage. Write for bulletin.

ACME ELECTRIC CORPORATION
6711 Water Street — Cuba, N. Y.

Acme ALM Electric
TRANSFORMERS

Acme Electric manufactures Luminous Tube Transformers—Fluorescent Lamp Ballasts — Cold Cathode Lighting Transformers and Ballasts — Radio and Television Transformers — Electronic Transformers — Door Bell, Chime and Signalling Transformers — Safety Transformers — Voltage Regulating Transformers — Step Down Transformers — Control Transformers — Warp-stop Transformers — Air Cooled Power Transformers—Oil-Burner Ignition Transformers.

***IN CANADA:* ACME ELECTRIC (CANADA) LTD.**
824 Notre Dame St., N.W. — Montreal, Que.

A Fitting Sales Wallop!

YOU'LL BOOST SALES with Gedney Fittings because they're the best fittings anywhere today... malleable iron to prevent breakage, precision-made to cut installation time, many items hot dip galvanized for longest life. And more than that, the Gedney line is *complete* and meets every requirement. It is sold *entirely* through wholesalers...backed up by effective advertising. Let's get together for mutual profit!

GEDNEY FITTINGS *FIT!*

- ★ **Accurate malleable iron castings...stop breakage**
- ★ **Threads are machined to closest tolerances.**
- ★ **Reinforcing ribs for extra strength ... extra grip.**
- ★ **Smoothed shoulder protects the wire.**

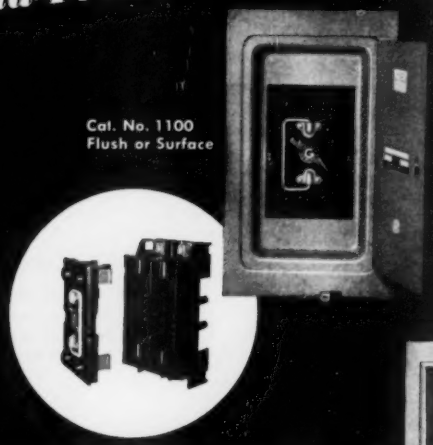
GEDNEY
ELECTRIC COMPANY

GEDNEY

RKO BLDG. • RADIO CITY • NEW YORK 20
Foundry, Factory and Shipping Point: Terryville, Conn.

The latest addition to General's complete line of Pullout Switches

100 Amp. Pullout Switch —Dead-Front Construction—



Cat. No. 1100
Flush or Surface

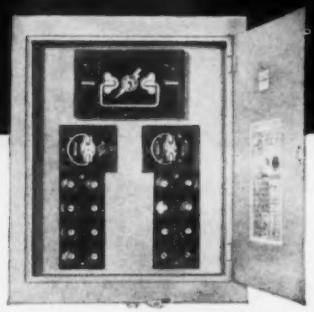
General's 100 Amp. fusible pullout switch is modern in design, attractive in appearance and sturdily constructed of top-quality materials for long dependable service—ideal as an over-all main disconnect switch.

The head and base are integrally constructed of bakelite with heavy wall sections to withstand repeated stresses without cracking. The pullout head fits neatly into the base, making positive electrical contact with a minimum of effort. ON and OFF markings permit foolproof identification of switch position.

Available in flush or surface mounting. The surface type is fitted with single fastening screw and sealable spring latch. Adequate knockouts, abundant wiring room—finished in durable gray baked enamel and packaged one to a carton.

Dead-front construction for greater safety and costs no more than externally operated switches.

Get in touch with our district sales representative or send your order directly to the factory—learn for yourself why *"The Switch is to General."*



Cat. No. 1163-16
1166-16

The 100 Amp. over-all main disconnect switch will also be available in combination with 12 or 16 single plug fused branch circuits and two pullout branch switches (30 or 60 Amp.) for Range and Clothes Dryer, Water Heater or similar applications.

■

Ask our sales representative or write today for Catalog Supplement 4911 and latest Price List D 5009.

General Switch Corp.

49 Roebling Street Brooklyn 11, N. Y.

One of the leading Manufacturers of:

SERVICE EQUIPMENT . . .
Pullout, Front Operated Toggle and Side Operated types. Indoor—surface or flush, and Outdoor.

ENCLOSED SAFETY SWITCHES . . .
30 through 1200 Amp., 250 V and 600 V Type A, C and D. Indoor and outdoor. HP rated.

BRANCH—CIRCUIT PANELS

SALES OFFICES IN EVERY MAJOR CITY

Light.....at work

A PERMAFLECTOR PORTRAIT
The Levinson Steel Co.
Pittsburgh, Pa.
Elkan A. Avner, Architect
D. Levinson, Elec. Contr.

PITTSBURGH PERMAFLECTOR LIGHTING EQUIPMENT

is "standard equipment" in offices, public buildings, and plants throughout the country. Pittsburgh Permaflector Fluorescent and Incandescent Units, or a combination of both, are designed to create exactly the illuminating results required for high level working efficiency and visual and manual acuity.

Too, unusual and dramatic lighting designs are easily achieved when Pittsburgh Permaflector Equipment is installed. Our lighting engineers will gladly work with you on your individual problems.

PITTSBURGH REFLECTOR COMPANY

407 OLIVER BUILDING • PITTSBURGH 22, PENNSYLVANIA

MANUFACTURER OF FLUORESCENT & INCANDESCENT LIGHTING EQUIPMENT

Permaflector Lighting Engineers in All Principal Cities

IF YOU TOO, WANT TO PUT "LIGHT TO WORK"

Send for the booklet "Planned Lighting For Modern Offices". It's the picture story of how others have put Pittsburgh Permaflector Equipment to work in their offices.

PITTSBURGH PERMAFLECTOR LIGHTING EQUIPMENT IS DISTRIBUTED BY BETTER ELECTRICAL WHOLESALERS EVERYWHERE

CRESCENT
SYNTHOL BUILDING WIRES

TYPE TW
For Both Wet and Dry Locations

FOR BETTER WIRING

Simplify Your Stock Problem

USE THIS ONE TYPE FOR ALL YOUR BRANCH CIRCUIT REQUIREMENTS

CRESCENT SYNTHOL—Type TW, Building Wires and Cables are insulated with a special, tough, thermoplastic compound that results in wires of unexcelled Permanence, Safety, Adaptability and Value. They combine high dielectric and mechanical strength with the following desirable features.

SMALL DIAMETER—has smallest outside diameter for same conductor size, permitting more conductors, or larger conductors in same space.

FLAME RETARDING—SYNTHOL insulation will not support combustion.

LONG LIFE—practically unaffected by continuous exposure for years to sunlight or air; more stable than any rubber insulation.

RESISTANT to moisture, acids, alkali and most chemical solvents.

OILPROOF—cutting oils, greases and petroleum solvents do not injure SYNTHOL.

BRIGHT COLORS — non fading, the insulation is the same color throughout so color will not scrape off; easily cleaned; twelve colors.

FREE STRIPPING — makes splicing and soldering easier and faster.

EASY PULLING—because SYNTHOL wires have a permanent clear wax lubrication on their hard, smooth, abrasion resistant surface.

CRESCENT
WIRE & CABLE
CRESCENT INSULATED WIRE & CABLE CO.
TRENTON, N. J.

ads like these protect your future conduit sales

Ads like these are your assurance of future Central Conduit sales!

Right now, unprecedented demand for Conduit exceeds the supply — but selling conditions change! That's why Spang advertising continues to appear in leading trade journals, to protect and build future sales for you.

In addition Spang is doing everything possible to produce greater quantities of Central Conduit so you can meet your customers' demands.

SPANG-CHALFANT

Division of The National Supply Company

GENERAL SALES OFFICE: Grant Bldg., Pittsburgh, Pa.

District Offices and Sales Representatives in Principal Cities

A DRILL DESIGNED for the Electrician

Cummins MODEL 202
1/2-INCH STANDARD DUTY

REVERSIBLE
ELECTRIC DRILL

BUILT IN REVERSING SWITCH

$49.95

The Ideal Tool

for deep boring in heavy timbers.. creosote planking..sappy wet lumber of all kinds.. A flick of the switch and the tool turns in reverse . . . eliminates hand turning and struggling to remove bit from wood.

BENCH DRILL STAND

Extends utility of Model 202 Reversible Drill by converting it into an efficient drill press. Mounting drill to stand is quick and easy.
No. 201 Stand only $17.50

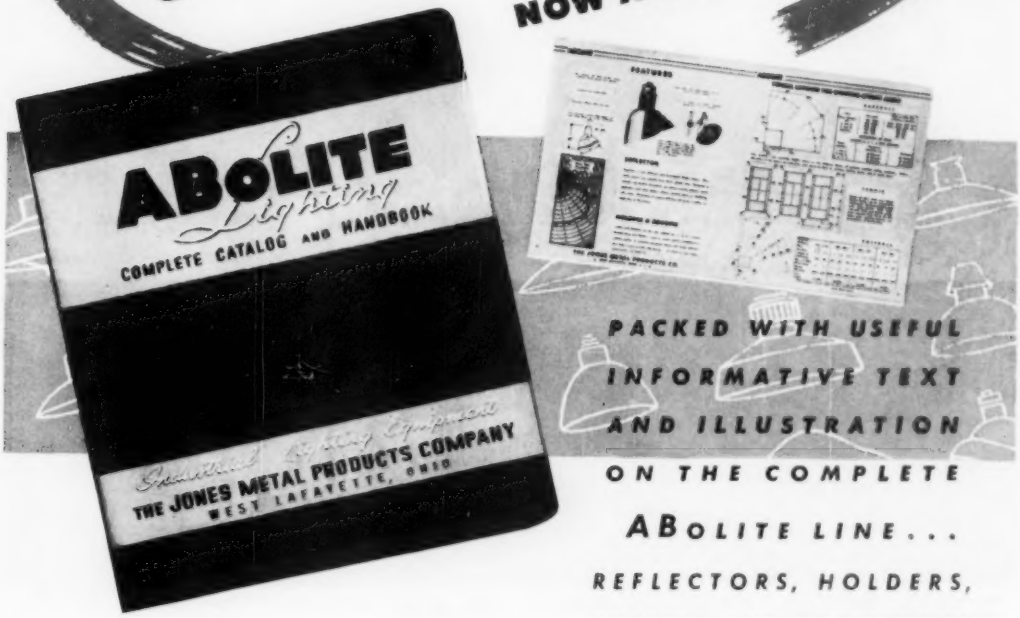
OVER 60 YEARS OF PRECISION MANUFACTURING SINCE 1887

Cummins PORTABLE TOOLS

4740 NORTH RAVENSWOOD AVENUE • CHICAGO 40, ILLINOIS

ASK YOUR JOBBER . . . ASK YOUR JOBBER . . . ASK YOUR JOBBER . . . ASK

NEW ABOLITE LIGHTING Catalog & Handbook NOW AVAILABLE!



PACKED WITH USEFUL INFORMATIVE TEXT AND ILLUSTRATION ON THE COMPLETE ABOLITE LINE... REFLECTORS, HOLDERS, SOCKETS AND ACCESSORIES

The new Abolite Lighting Catalog & Handbook contains complete information on the application and installation of Abolite equipment. It was designed for the convenience and use of industrial and commercial users of lighting equipment.

THE JONES METAL PRODUCTS CO.,
West Lafayette, O.

NEW IDEAS FOR BETTER PLANT LIGHTING

NEW WAYS TO MORE EFFECTIVE FLOODLIGHTING

ACT NOW! MAIL THE COUPON FOR YOUR COPY OF THIS NEW LIGHTING HANDBOOK.

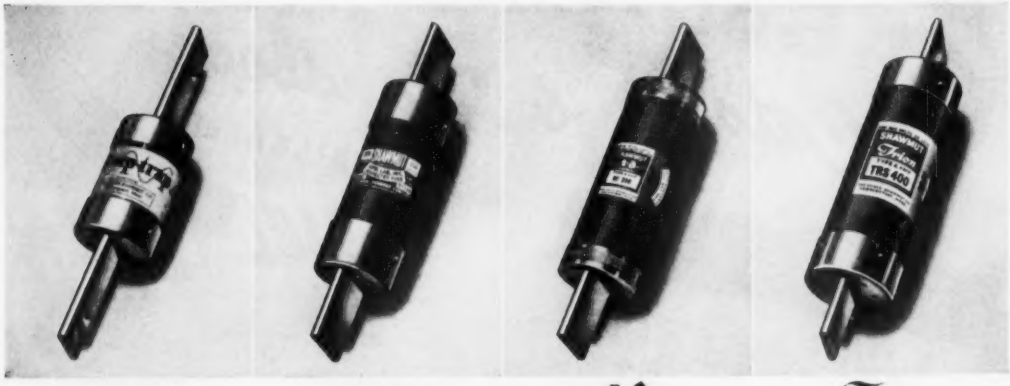
WHITER THAN WHITE
ABOLITE Lighting

Please send me, without obligation, the new Abolite Lighting Catalog.
Name..... Title.....
Firm.....
Address.....
City..... Zone..... State.....

MICRO SECONDS TO HOURS...

DC or AC . . . up to 200,000 amperes interrupting capacity!

Who else or what else can offer this scope of CIRCUIT-MATCHED electrical protection for circuits 600 volts or less?

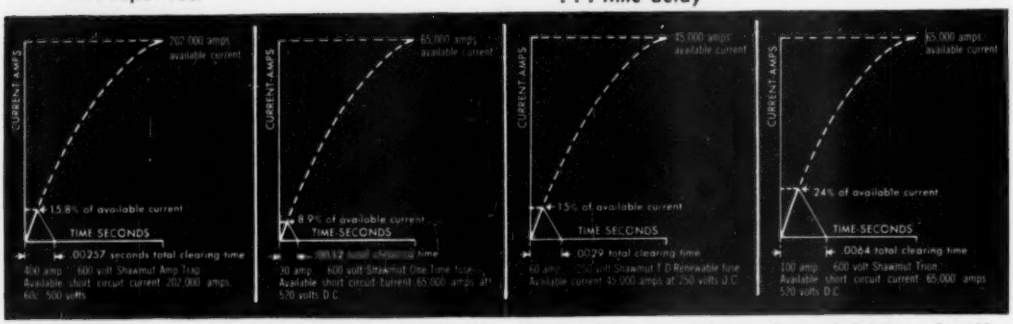


Amp-trap . . . *super fast*

ONE O-T TIME . . . *fast*

Time t-d delay *Renewable* . . . *time delay*

Trion . . . *super time delay*



Amp-Trap current limiter — 1 to 4000 amps.

Protects: Branch circuits, feeders, cables, bus ducts, against very heavy short circuits up to 200,000 amps interrupting capacity.

SEND FOR AMP-TRAP BULLETIN

One O-T Time — non-renewable — 1 to 600 amps.

Protects: Branch circuits and feeders against overload and moderate short circuits.

SEND FOR BULLETINS 501 and 502.

Time t-d Delay — renewable — 1 to 600 amps.

Protects: Branch circuits and feeders against overload and moderate short circuits. Has built-in time delay on overload.

SEND FOR BULLETIN 500.

Trion — dual element — 1 to 600 amps.

Protects: Branch circuits, feeders and motors against overload, overheating, single phasing and heavy short circuits.

SEND FOR BULLETIN 506.

THE CHASE-SHAWMUT COMPANY

372 MERRIMAC ST., NEWBURYPORT, MASSACHUSETTS

SHAWMUT CIRCUIT-MATCHED FUSES

Insure more accurately engineered protection for any circuit

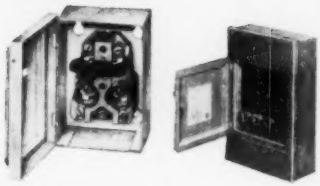
SINCE 1893

The most complete line of circuit protection devices

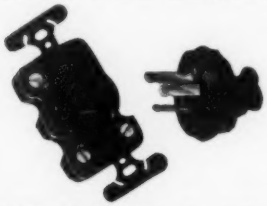
BE SURE YOU'RE PREPARED TO CASH IN ON THE DEMAND STEADILY BEING BUILT FOR THESE ADVANCED-DESIGN PRODUCTS! WRITE NOW!

Amp-trap **Trion** **Time t-d delay** *Renewable* **C-O-T** **Trionet** **ONE O-T TIME** **FUSE WIRE**

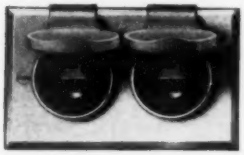
GOOD BUSINESS BUILDERS



ENCLOSED SWITCHES. Type "CR", left, is a front operated general purpose switch. At right is a pull-out type switch. These are quality switches in quality enclosures, down to the smallest screw.



POLARIZED DEVICES. For lasting, efficient, maintenance free installations. Available in a wide range, 10 to 60 Amps., 2-, 3- and 4-wire, flush or surface.



DUPLEX LID RECEPTACLES. For weather protection. Lid closes automatically when plug is withdrawn. Also available in single outlet type.

DUPLEX CONVENIENCE OUTLETS. 3-wire — 2-wire grounding type. For positive grounding of exposed metal parts of portable appliances, etc.

ARROW WIRING DEVICES

Architects are specifying adequate wiring, and more wiring devices, in today's plans. Contractors are showing greater interest in wiring devices. The public is looking for electrical adequacy, more than ever before — looking to tomorrow, when more and better appliances will put increased loads in their homes, and when they'll want more outlets, increased convenience and safety.

This trend to better living *electrically* means good wiring device business for you. It also gives you increased responsibility — that of selling high quality, dependable devices, and of offering a broader line to meet varied individual requirements.

Our complete wiring device line enables you to shoulder both these responsibilities. Chock-full of modern, dependable "bread and butter" items, it also offers those unique labor savers and specialties which are increasingly in demand. And you can't get higher quality anywhere.

So let our complete line build good business for you. Render a complete wiring device service, and prompt delivery from adequate, varied stocks.

Through a series of messages like these we're promoting adequate wiring, and quality wiring devices, to architects, specifying engineers, and contractors — your major buying influences. Profit potentials are only limited by the number of man-hours you spend in the effective promotion of demand brand products.

For more information, write today to: 1611 Laurel Street, Hartford 6, Conn.

QUALITY MADE — PROMOTED TO YOUR TRADE

WIRING DEVICES — **ARROW** ELECTRIC DIVISION — **ENCLOSED SWITCHES**

THE ARROW-HART & HEGEMAN ELECTRIC COMPANY
HARTFORD, CONNECTICUT

Branches in: Boston, Chicago, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Syracuse. In Canada: Arrow-Hart & Hegeman (Canada) Ltd., Mt. Dennis, Toronto

CONDUIT FITTINGS *by Steel City*

Steel City Conduit Fittings, which meet a wide range of wiring requirements, have been designed from a thorough knowledge of their individual needs.

They not only enable the craftsman to do the most satisfactory work at a saving of installation time, but they are carefully inspected during production and before packing to insure the contractor against any loss due to imperfections.

The quantity figure on a Steel City label . . .

. . . is the number of USEABLE *fittings in the carton—there are no "culls".*

CONDUIT FITTINGS in the STEEL CITY LINE

BUSHINGS
Capped—Grounding—Reducing
Insulating and Snap-in

BUSHING CLOSERS

CABLE CLIPS

CAPPED ELBOWS

CHASE NIPPLES

CONNECTORS
Straight and Angle Types
Squeeze and Set-screw Types
Hinged Type and Duplex
For Armored Cable
and Non Metallic Sheathed Cable

COUPLINGS
Three-piece and Combination

END FITTINGS

ENLARGERS

ENTRANCE CAPS

ENTRANCE ELLS

FIXTURE EXTENSIONS

FIXTURE HANGERS

FIXTURE STUDS
Bolt and No-bolt types
Stud and Strap Combination

FIXTURE OFFSET EXTENSIONS

GROUNDING CLAMPS

GROUND STRAPS

LOCK NUTS

PIPE STRAPS

REDUCERS

REDUCING WASHERS

SNAP-IN BLANKS

STAPLES

. . . *and* IN ELECTRICAL BOXES and COVERS

Steel City *Leads* In Meeting Contractors' Needs

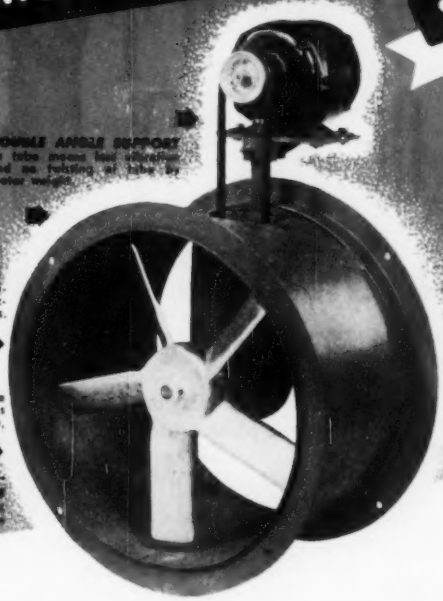
STEEL CITY ELECTRIC CO.

OUTLET BOXES AND COVERS — SWITCH AND FLOOR BOXES
JUNCTION BOXES, CONDUIT FITTINGS AND ELECTRICAL SPECIALTIES

PITTSBURGH, PENNSYLVANIA

MR. WHOLESALER: ANOTHER REASON WHY...

STANDARD ELECTRIC



DOUBLE ANGLE SUPPORT on tube means less vibration and no twisting of tube by motor weight.

BUILT TO UNDERWRITERS SPECIFICATIONS for areas requiring positive elimination of hazardous fumes and vapors.

SEALED SKF BEARINGS in replaceable Bosch construction means longer bearing life, quieter performance.

HEAVY CAST ALUMINUM FAN BLADE left full thickness gives longer life and is more easily cleaned.

MEANS . . .

→ Bigger Profits to you

→ Greater Satisfaction for your Customers

spray booth FANS

Precision built of quality material throughout, this extra serviceable Spray Booth Fan sells at a low-cost, mass production price. Designed, engineered and built in Standard Electric's own laboratory and workshop, this fan meets the critical requirements of commercial and industrial plants for a heavy-duty fan that will perform faithfully under even the most adverse conditions.

● Wholesalers all over the United States are finding in Standard Electric a reliable source for electric fans and blowers. Not only are Standard Electric products giving maximum service and satisfaction to the consumer, but they are also, almost without exception, underselling competition while allowing the wholesaler a bigger margin of profit! ● A letter from you will bring important additional information. If you are looking for the most complete line of extra profitable, extra dependable fans and blowers — write NOW, without obligation.

Now SOLD THRU WHOLESALERS

WRITE FOR INFORMATION

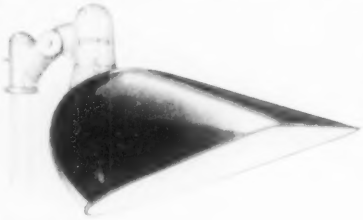
STANDARD ELECTRIC MANUFACTURING CO.

WEST BERLIN, NEW JERSEY

ELIPSO STANDLITE—
Expertly designed to provide protection for industrial properties.

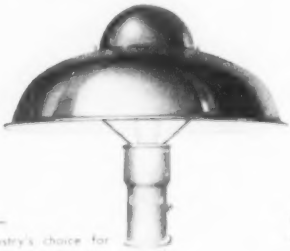
SENTINELS OF SAFETY

APPLETON LIGHTING EQUIPMENT



DIFFUSO FLOODLIGHT—
For even illumination of service stations, athletic fields, parking lots, etc. Pole, Bracket or Crossarm mounting.

In these days of accelerated production, good light for outdoor working areas and grounds is a vital *must* for both personnel safety and plant protection. Outdoor lighting planned with Appleton Equipment is an assurance of top-notch illuminating efficiency at minimum installation, service and operating expense. Appleton Lighting Fixtures are available in the exact type and size for every industrial requirement—including hazardous locations—whether indoors or out. Sell the finest in illuminating equipment or sell Appleton—pace-setting manufacturer of electrical equipment for more than half a century.



STANDLITE—
The oil industry's choice for sturdy, efficient service station illumination.

THE EFU—
First and still finest fluorescent explosion-proof lighting fixture. Available for two 40 watt 48" lamps or two 100 watt 60" lamps.

PAT. NO. 2,392,202

Sold Through Electrical Wholesalers

APPLETON ELECTRIC COMPANY

1734 WELLINGTON AVENUE • CHICAGO 13, ILLINOIS

Branch Offices: NEW YORK, 50 Church St. • DETROIT, 3149 E. Grand Blvd. • CLEVELAND, 1836 Euclid Avenue • SAN FRANCISCO, 655 Minna St. ST. LOUIS, 257 Fruze Bldg. • LOS ANGELES, 100 N. Santa Fe Avenue • ATLANTA, 724 Boulevard, N.E. • BIRMINGHAM, 429 Brown-Marx Bldg. MINNEAPOLIS, 305 Fifth St. S. • PITTSBURGH, 414 Bessemer Bldg. • BALTIMORE, 100 East Pleasant St. • BOSTON, 10 High Street • DENVER, 1921 Blake Street PHILADELPHIA, 1317 Cherry Street • CINCINNATI, 626 Broadway • HOUSTON, 709 M. & M. Bldg. • HAVANA, Cuba, Malecon No. 9.

Resident Representatives: Binghamton, Dallas, Indianapolis, Kansas City, Orlando, Milwaukee, New Orleans, Seattle, Portland, Ore.

Export Representatives: International Standard Electric Corp., 67 Broad St., New York 4, N. Y.

APPLETON

CONDUIT FITTINGS • LIGHTING EQUIPMENT • OUTLET AND SWITCH BOXES • EXPLOSION-PROOF FITTINGS • REELITES

Washington STRAWS

"ELECTRICAL PRODUCTS SECTION" of the Building Materials Division of the National Production Authority—that's the full title of the department which under the Defense Production Act of 1950 will handle the materials problems of this industry.

Appointed chief of that Electrical Products Section is Luther D. Shank, a real he-man with a fine background of experience in the peace-time electrical industry, plus over three years of service as Deputy Chief of the Electrical Products Section of the War Production Board of World War II which he topped off by being made Acting Chief of the section.

He has been among other appointments an electrical contractor and electrical inspector and he resigned from the post of Philadelphia District Manager of the Appleton Electric Company to accept his new appointment at Washington.

Take this tip from us: Put all your cards on the table always—give him the facts unembellished—don't hold out anything and—you'll get a square deal.

BUSINESS OUTLOOK IS GOOD—Sure, restrictions already on the books and others yet to come will help to complicate business procedure—sure, credit controls will slow-up certain types of buying—sure, the output of appliances, housewares, certain other types of products will be cut,—sure certain raw materials like metals, rubber, styrene, etc., will be harder to get.

BUT things taken from one side of the scale will be put on the other, namely defense production and the net result will be new over-all production records, new employment records, new take-home pay records, and new money-in-circulation records, all of which adds up to those factors that make business boom along the whole front.

THOSE EARNING STATEMENTS are meat for the excess profit tax boosters, and when all the chips are down and the new rates settled business will have about as much profit left as it did in 1949. At present it's doubtful whether any new tax law will be passed until January, 1951, when the 82nd Congress meets.

PROTECTING CIVILIAN REQUIREMENTS • Results indicated by exhaustive surveys covering many fronts (some already completed, others now in progress) are helping to shape up the official opinion that manufacturers of products needed to sustain our civilian economy at approximately current levels will not need to accept defense production contracts that would absorb more than fifteen percent (15%) of their over-all capacity.

GUINEA PIG? Our extremely busy Anti-Trust-ers have started civil action against the Savannah (Ga.) Cotton and Naval Stores Exchange, Inc., and seven corporations.

The charges involve violations of the Anti-Trust laws in conspiring to fix the prices posted for resins and turpentine on the Savannah Exchange. Attorney General J. Howard McGrath is quoted as saying that the object of the suit is "to assure that prices on the Savannah Exchange are arrived at through competition and not collusion."

This suit being the second of its kind it makes us wonder whether a program of exchange-busting is in the making—ultimate object: commodity price fixing by Government decree?

FORMOSA, TIBET, et al. • Since events in Korea have torpedoed our near-victory jubilation and turned back to being a grave problem, there remains little chance of the United States taking any part in defending Formosa (Taiwan), if Communist China should stage an invasion of the island. The same thing holds true with the Tibet affair.

Until Stalin shows more of what's on his mind you can expect our Government to "play for position" and stick to one fighting front while pushing industrial and military mobilization to the utmost.

ELECTION GUESS-TIMATE • From an astute observer of National political trends and one who is exceptionally close to Washington officialdom comes the forecast that in the November 7th elections, the Republican party will gain at least 30 seats in the House and 4 seats in the U. S. Senate. Take a look at the records and see how good or bad the fellow's guess was. We are "sticking our neck out" in printing it here, because the fellow has a high batting average in predicting things political.

TRUE TO TRUMAN • As of October 1, 1950, the number of civilian employees *in the executive branch of the Government alone* had mounted to the formidable total of 2,094,000.

Ten years ago the total of government employees *in all three branches, executive, legislative and judicial*, totaled only 1,078,000.

METALS AND MANPOWER • There are rumors of impending cuts of 10, 20 and even 30 percent in the allocations of critical metals to manufacturers, with the top cuts coming on aluminum, and some say that the orders are ready to be issued as soon as elections are out of the way. Reason not necessarily outright scarcity but probable partial objective to get workers to shift into defense jobs.

Currently defense production is not far enough along to suffer from a manpower shortage but as it gets rolling, Government wants to have no slow-downs due to lack of experienced workers.

APPLIANCE CUTBACKS • It looks as if consumer durables will feel the mobilization's axe to the tune of 10 to 25 percent with electrical housewares taking small cuts, white goods, radio and television getting 15 to 25 percent slashes. That's not bad, considering 1949 and 1950 high production levels.

PLANT AMORTIZATION • Defense production manufacturers can get the green light for charging tax depreciation for new plants on a 5-year amortization basis BUT there'll be a lot of red tape to go through in order to get it.

CONSUMER RATIONING AND PRICE CONTROLS • Both are still a long way off and wouldn't be applied until absolutely necessary. Meanwhile government economists are busy studying the when, where and how problems so they can come up with complete plans if and when the call comes.

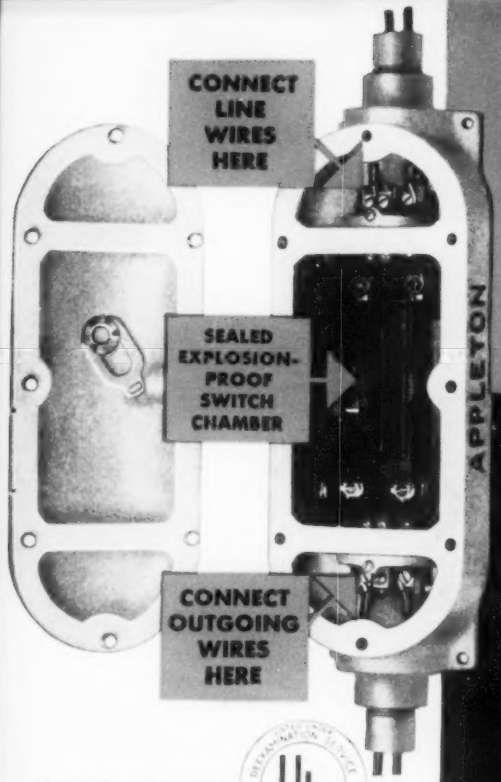
D.P.A. NEWS-DIGEST • On page 66 of this issue ELECTRICAL WHOLESALING presents the first installment of the D.P.A. NEWS-DIGEST, which will be carried hereafter as a regular monthly feature as long as the need for such service exists.

In the columns of the DIGEST will be reported official actions or orders issued by any agency that has already or may hereafter be created under the authority of the Defense Production Act of 1950, IF in the opinion of the editor such actions or orders are of importance to the electrical wholesale distributor and his staff.

Appropriate interpretations will be added whenever the subject matter demands the preferred attention of this industry.

The editor will welcome comments or suggestions, as it is our desire to make this service of greatest possible usefulness to our readers.

(Monday, November 6, 1950)



3 IN 1

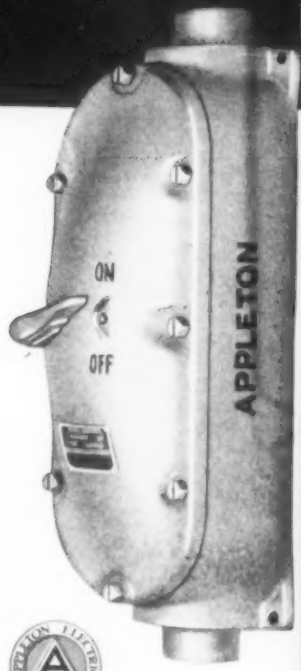
use

APPLETON TYPE "ARTC" SEAL-LINE TRADE MARK SWITCH "UNILETS" REG. U.S. PAT. OFF.

because

Underwriters Approved For All Hazardous Locations

- **Switch and two sealing fittings in one**
- **No additional sealing required**
- **No extra sealing fittings to install**



Actually 3 fittings in 1 . . . Each Appleton Type "ARTC" Seal-Line Switch "Unilet" takes the place of a switch housing and two sealing fittings; saves time on the job, improves appearance, make the installation safe and sure.

Middle, explosion-proof switch chamber *sealed at the factory*, tightly and permanently. No additional sealing is necessary, no sealing fittings or accessories. Line wires are drawn into upper and lower junction chambers and connected direct to terminals. The "Unilet" itself is a *combination switch housing and sealing unit.*

Furnished with circuit breaking switches.

Don't take chances in hazardous locations! Specify Appleton Explosion-Proof Equipment! All sturdily made of MALLEABLE IRON . . . light, smooth, unbreakable . . . All Underwriters' Laboratories approved.

In the COMPLETE APPLETON LINE there is a fitting exactly designed, precision made, to meet every wiring requirement . . . a fitting fully measuring up to the Appleton reputation: "STANDARD FOR BETTER WIRING!"

Sold Through Electrical Wholesalers

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Branch Offices: NEW YORK, 50 Church Street • DETROIT, 3146 Grand Blvd. • CLEVELAND, 1836 Euclid Avenue • SAN FRANCISCO, 638 Mission St. • ST. LOUIS, 227 Frisco Bldg. • LOS ANGELES, 1000 Santa Fe Avenue • ATLANTA, 724 Boulevard, N. E. • BIRMINGHAM, 424 Brown Marx Bldg. • MINNEAPOLIS, 101 Fifth St. S. • PITTSBURGH, 414 Bessemer Bldg. • BALTIMORE, 100 East Pleasant Street • BOSTON, 10 High Street • DENVER, 1921 Blake Street • PHILADELPHIA, 1037 Cherry Street • CINCINNATI, 626 Broadway • HOUSTON, 738 M. & M. Bldg. • HAVANA, Cuba, Malecon No. 9.

Resident Representatives: Binghamton, Dallas, Indianapolis, Kansas City, Orlando, Milwaukee, New Orleans, Seattle, Portland, Ore.

Export Representatives:
International Standard Electric Corp., 67 Broad St., New York 4, N.Y.

Pat. July 23, 1940 No. 2,208,558

APPLETON

CONDUIT FITTINGS • LIGHTING EQUIPMENT • OUTLET AND SWITCH BOXES • EXPLOSION-PROOF FITTINGS • REELITES

MITCHELL

module

lights them ALL!

From coast to coast and border to border, MITCHELL MODULE is lighting America's stores, offices and institutions. MODULE has conclusively demonstrated its amazing adaptability to *all* commercial lighting demands—has proved its ability to provide smooth, custom-fitting, high-efficiency lighting at unprecedented low cost.

See the proof now—in actual photographs. Get your copy of MODULE IN ACTION—the new booklet that illustrates a cross-section of actual MODULE installations, representative of hundreds now in service—telling *proof* of extraordinary lighting superiority and flexibility. Here are ideas galore for contractors, architects, utility representatives—a clinching demonstration for lighting salesmen. See how MODULE *lights them ALL*—send today for your free copy of MODULE IN ACTION.

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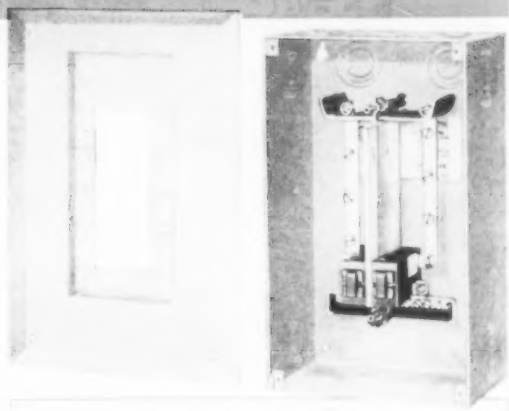
Attention _____

"This new *Pushmatic** plan is paying off 3 ways for me...



1. SMALLER INVENTORY!

"Panelboard inventories have always been a headache for our outfit. But Bulldog changed that when they introduced this new Pushmatic plan. Now we just stock a few basic Electri-Centers plus a small, working supply of interchangeable Pushmatics. That way, we don't have a lot of money tied up in inventory and we're always able to fill any Pushmatic Electri-Center order from stock.

2. FASTER TURNOVER!

"Before we put this plan to work, our Contractor customers ordered panelboards only as they needed them. Now that we can furnish flexible Electri-Centers and cartons of interchangeable Pushmatics, the Contractors are stocking up so that they can get the jump on rush jobs. It's a timesaver for Contractors and a real money-maker for us!

3. BIGGER PROFITS!

"It's plain to see that smaller inventory and faster turnover can add up to only one thing—bigger profits. When you can offer customers a plan that gives them better service and increases your profit at the same time, that's good business! That's why I'm sold on this Pushmatic plan and I'm sure you will be, too, once you try it."

PUSH—It's ON!
PUSH—It's OFF!
PUSH—It's ON again!

* Push-button switch with automatic protection for electric circuits.

All Pushmatics are interchangeable, regardless of rating or type. And there's a Pushmatic to meet every load condition: THERMAL-MAGNETIC and THERMAL-MAGNETIC with exclusive AMBIENT COMPENSATING FEATURES. They're rated at 15, 20, 30, 40 and 50 amperes, 1 pole, 120 V., or 2 poles, 120-240 V., AC.

For more information on this plan, and Pushmatic Electri-Centers, write today for Bulletin 494-2.

BULLDOG

PIONEERS IN FLEXIBLE ELECTRICAL DISTRIBUTION SYSTEMS

BULLDOG ELECTRIC PRODUCTS COMPANY
DETROIT 32, MICHIGAN—FIELD OFFICES IN ALL PRINCIPAL CITIES
IN CANADA: BULLDOG ELECTRIC PRODUCTS OF CANADA, LTD. TORONTO

Sell the Best—Sell SANGAMO

It's good business to sell *high-quality* Sangamo Time Switches. Their troublefree performance makes satisfied customers—Sangamo Time Switches *stay sold!* And, because Sangamo quality commands higher prices, your margin of profit is greater.

You need stock only ONE line when you stock Sangamo Switches because the Sangamo Line is complete. It includes models for practically every conceivable application, from the simplest ON and OFF operation to complicated weekly schedules involving a number of operations daily. For example, the Type L is a versatile unit, capable of continuous service under widely varying control requirements. It performs dependably—even in sub-zero weather . . . it can be supplied with an omitting device . . . an advanced time cut-off . . . or an astronomic dial for automatic sunset to sunrise operation. The other switches in the Sangamo Line are equally versatile.

Sangamo's 16 page Time Switch Catalog No. 1010C gives full information on the complete line. Write for your copy today.

SANGAMO

The Slightly Higher Price Is Soon Forgotten—But the Quality Remains

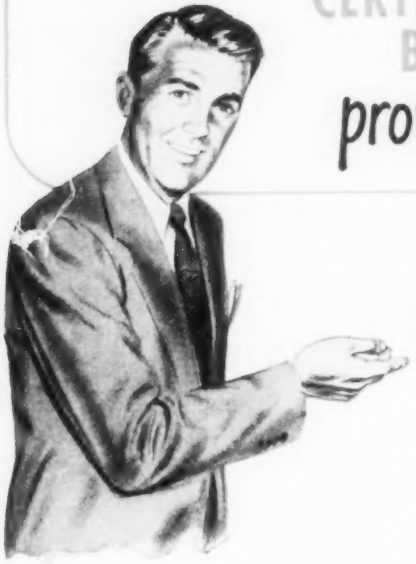
SANGAMO
ELECTRIC COMPANY
SPRINGFIELD, ILLINOIS

Do You Sell the SANGAMO Type S?

Here's precision in miniature! An economical, compact, unusually attractive time switch for simple time control problems.

We're looking for four men
Not to hire—to *please!* At every point in the design and manufacture of our steel switch and outlet boxes we're looking out for the Architect, Contractor, Wholesaler, and Dealer through whose hands they will pass. We make top *quality*, because that's the only safe way. We have built our line into genuine *completeness* because that means economy all along the way. And the Underwriters' Laboratories, Inc., listing tells the world our merchandise is right. We're here to serve you well and we're organized to serve you promptly.
You can always rely on RACO
RACO
ALL-STEEL EQUIPMENT Inc.—800 Kensington Ave., Aurora, Illinois
"A BOX FOR EVERY NEED"

I like the added protection CERTIFIED BALLASTS provide!



PROTECT YOURSELF WITH . . .

CERTIFIED BALLASTS

CERTIFIED BALLASTS usually outlast the life of a fluorescent lighting installation.

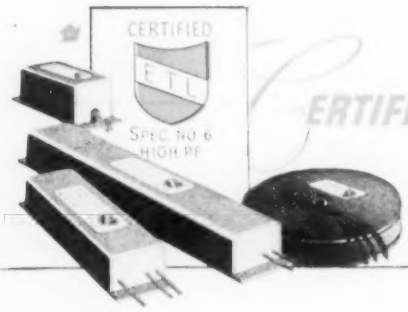
This assures customer satisfaction . . . protects you against complaints and costly replacements.

CERTIFIED BALLASTS have long, satisfactory life, assure rated light output and full lamp life because they are made to exacting specifications, then tested and checked by Electrical Testing Laboratories, Inc., an impartial authority.

You're protected when the fixtures you sell or install are equipped with **CERTIFIED BALLASTS!**

Complete information on the types of **CERTIFIED BALLASTS** available from each participating manufacturer may be obtained from Electrical Testing Laboratories, Inc., East End Avenue at 79th Street, New York, New York.

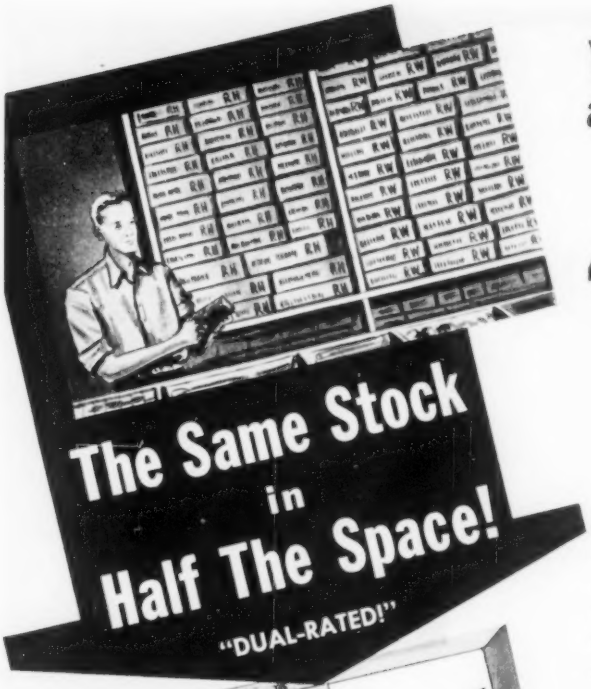
Participation in the CERTIFIED BALLAST program is open to any manufacturer who complies with the requirements of CERTIFIED BALLAST MANUFACTURERS.



CERTIFIED BALLAST MANUFACTURERS

Makers of Certified Ballasts for Fluorescent Lighting

2116 KEITH BLDG., CLEVELAND 15, OHIO



You Can SAVE Space and Reduce Inventories

with

TRIANGLE'S "DUAL-RATED" WIRE

Can Be Used as Either Type RH or RW
You no longer need two types!

Here's something new—something really new! It's Triangle's "Dual-Rated"—suitable for use in dry locations at 75° C or in wet locations at 60° C. Underwriter's Approved.

Think of the money you save in reduced inventories!

Think of the space you save!

Think of the confusion and the headaches you avoid!

Size #14, Size #12 — right up to 1,000,000 CM — you only need one type.

"DUAL-RATED!"

No need to order two of each size.

UNDERWRITER'S APPROVED!

Underwriter's Laboratories Inc. has approved the use of Triangle's "Dual-Rated" in either RH or RW applications.

Where it's HOT —

Where it's WET —

You no longer need two types —

Use "Dual-Rated"! It's a remarkable wire. Available in sizes #14—1,000,000 CM. In sizes #14 through #6, the cover is Triangle's revolutionary Glazon—the toughest, easiest-to-work cover on the market.

It's the insulation that Counts!

This remarkable new Triangle insulation is expertly compounded to stand up under the extremes of heat or moisture (RH at 75° C, dry locations; RW at 60° C, wet locations). It incorporates the qualities of the old Type RH and Type RW insulations.

In the long run — you'll save — and get it faster — from a Triangle Distributor

TRIANGLE CONDUIT & CABLE CO., INC.

1902 JERSEY AVENUE • NEW BRUNSWICK, NEW JERSEY

IT *MUST* BE RIGHT!

"GLAZON" BUILDING WIRE • BARE WIRE • ARMORED CABLE • "GLAZON" NON-METALLIC SHEATHED CABLE • SERVICE ENTRANCE, SERVICE DROP, VARNISHED CAMBRIC BRAIDED OR LEADED, TRIOPRENE TRENCH, POWER AND PARKWAY CABLES • RIGID CONDUIT HOT-DIPPED GALVANIZED • ELECTRIC METALLIC THIN WALL CONDUIT • FLEXIBLE STEEL CONDUIT

You can't buy Better Fittings or ones that cost less to use

Quicker to use and neater in appearance, Briegel All-Steel Indenter Fittings not only make stronger connections but also make each job more profitable to the contractor and satisfactory to his customers.

Two Easy Squeezes and they're set to stay. It is only natural that the Briegel All-Steel Indenter Fittings are the most widely used E.M.T. connectors and couplings. Contractors the world over recognize their cost cutting qualities and the fact that they make each wiring job neater, stronger and better.

All B-M Fittings Carry the Underwriters Seal of Approval

BRIEGEL METHOD TOOL CO.

GALVA, • ILLINOIS

DISTRIBUTED BY

The M. B. Austin Co., Northbrook, Ill.; Clayton Mark & Co., Evanston, Ill.; Clifton Conduit Co., Jersey City, N. J.; General Electric Co., Bridgeport, Conn.; The Steelduct Co., Youngstown, Ohio; Enameled Metals, Pittsburgh, Penn.; Kondu Mfg. Co., Ltd., Preston, Ont.

with "trigger-start" ballasts

Here is instant starting for standard fluorescent lamps in residential-type fixtures. And it is accomplished merely by using a unique new ballast. With General Electric's revolutionary "trigger-start" ballast, any standard 20-watt lamp or any standard 32-watt Circline lamp starts with a flick of the switch.

These "trigger-start" ballasts are listed by Underwriters Laboratories, are exceptionally quiet in operation, and have the characteristic dependability that has made G-E ballasts "the brand in biggest demand." G-E ballasts make any fixture a better fixture. So, when you're specifying or buying fluorescent fixtures—or replacement ballasts—insist on General Electric "trigger-start" ballasts. *Apparatus Department, General Electric Company, Schenectady 5, N. Y.*

This label on a fixture carton, or the familiar G-E ballast tag on a fixture, is your assurance of fine ballast performance. Buy—when you see the G-E ballast label or tag.

GENERAL ELECTRIC

See how SYLVANIA places your business in SCORING POSITION

National ads . . . free selling aids . . . big, new TV Show . . . direct mail . . . put sales across for your customers and prospects.

You are bound to score big sales records this fall and winter behind Sylvania's fine line of fluorescent tubes, fixtures and incandescent light bulbs.

Tests have shown that Sylvania fluorescent tubes lasted longer than other leading brands—stayed brighter, too. Full page ads in the Saturday Evening Post and Business Week (as shown) are telling these facts to millions.

A nation-wide TV show, "Beat the Clock," featuring the well-known quiz-master Bud Collyer over CBS, is also spreading the name and fame of Sylvania products.

Complete selling file FREE

To provide you with a selling tool to clinch your sales of Sylvania Fixtures, we now offer the contractor's file, illustrated here. It's complete, it's convenient, it's absolutely free. Contains detailed booklets, charts, with full descriptions of Sylvania Fluorescent Fixtures and lighting systems. Gives prices and hints for making on-the-spot estimates.

Direct Mail, too

A continuing year-round direct mail campaign to Purchasing Agents—the men who do the actual buying—is still another important Sylvania sales aid. For detailed information about the latest Sylvania products, promotion, and profit opportunities, write today to Sylvania Electric Products Inc., Dept. L-2311 A, 1740 Broadway, New York 19, N. Y.

SYLVANIA ELECTRIC

FLUORESCENT TUBES · FIXTURES · SIGN TUBING · WIRING DEVICES · LIGHT BULBS · RADIO TUBES · TELEVISION PICTURE TUBES · ELECTRONIC PRODUCTS · ELECTRONIC TEST EQUIPMENT · PHOTOLAMPS · TELEVISION SETS

Capitalize on this One Piece Construction

...and get *More*

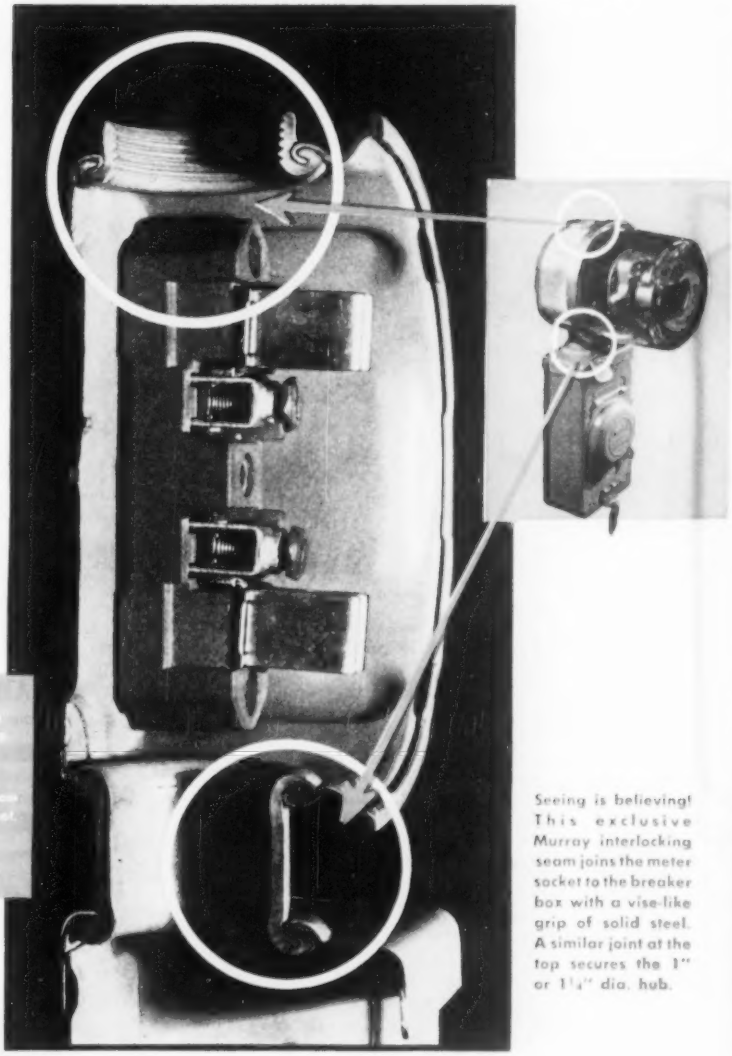
STRENGTH · STAMINA · ENDURANCE

Yes, you can capitalize on this new preassembled yard pole combination—in more ways than one!

You not only save the cost and trouble of assembly, but you get a stronger, tougher, longer-lasting unit as well. To be specific: Test men screwed a ten-foot length of conduit into the upper hub — banged the combination around...twisted it... wrenched it back and forth. Still it remained solid...still the hubs stayed water-tight!

As the enlarged photo reveals, steel clasps steel in an interlocking grip that defies destruction. The result is a tough, rugged, all-steel unit that takes terrific punishment — and still stays water-tight!

This improved Murray preassembled meter socket and yard pole combination provides the unsurpassed protection of Murray *fully magnetic* circuit breakers. Approved by R.E.A.; listed by Underwriters' Laboratories. Construction is completely of steel, weatherproofed by zinc coating and baked-on melamine finish. Write for complete specifications.



Seeing is believing! This exclusive Murray interlocking seam joins the meter socket to the breaker box with a vise-like grip of solid steel. A similar joint at the top secures the 1" or 1¼" dia. hub.

Take a close look at this precision interlocked seam, used in three places in the new Murray preassembled yard pole combination. Rigid...rugged... waterproof—the hubs can't loosen up, can't break off. Made of tough, dependable steel throughout.

Murray MANUFACTURING CORPORATION

1250 ATLANTIC AVENUE • BROOKLYN 16, N. Y.

Electrical Safety Devices for Home and Industry

AMPROBE ADVERTISING

is doing missionary work for you

IN 28 MAGAZINES

— the only pocket-size snap-on volt-ammeter. **$49.50**

Complete with cow-hide leather case and voltage test leads.

HERE'S WHAT YOUR CUSTOMERS* ARE SAYING ABOUT THE AMPROBE:

"100% better in all ways. I have told 2 other contractors about it, and they too have gotten Amprobes."
— An electrical contractor, New York.

"One of the best instruments I have ever used."
— Chief Electrician of a large tool mfg. company, Connecticut.

"The most essential checking tool we have."
— Superintendent for an electric sign company, Michigan.

"It is the one instrument I've been looking for."
— An electrical contractor, New Jersey.

"It is one of the most compact, accurate, useful instruments I have ever owned. Worth its weight in gold for testing of motors, load balancing, etc."
— An electrician, New Jersey.

"Paid for itself 15 minutes after purchasing."
— A motor service man, Missouri.

"It is as handy as a dime on the subway. Paid for itself in $ref due to demonstrating overload."
— Owner of a refrigeration service company, New York.

"I consider my Amprobe the best money I ever spent."
— An electrician-contractor, Illinois.

"Indispensable."
— Engineer for vacuum manufacturer, Massachusetts.

"The fastest and easiest carrying meter I ever saw."
— Owner of a refrigeration service company, Wisconsin.

*Names on request

2 NEW AMPROBE ACCESSORIES

— have you ordered them yet?

AMPROBE 10X SENSITIZER — Multiplies sensitivity of instrument by ten times, for more precise low-current readings. An ideal accessory for checking small electrical equipment, appliances and motors of ¼ hp and under. $3.75

AMPROBE SPLIT PLUG (no increase in sensitivity). "Splits" the line instantly at the power outlet, for easier current readings on equipment with double-conductor electric cords. $1.95

CAN BE USED WITH ALL MAKES OF SNAP ON TYPE VOLT AMMETERS

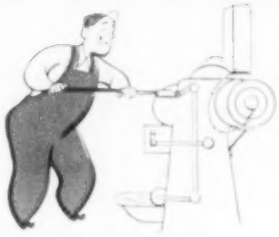
Write for literature.

PYRAMID INSTRUMENT CORP.

49 Howard Street, New York 13, N. Y.

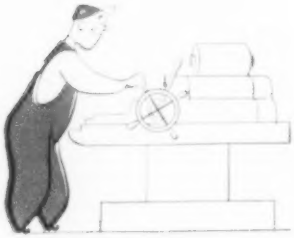
QUALITY MEANS MANY THINGS

FINEST RAW MATERIAL



ACCURATE CUTTING

CAREFUL BENDING



PRECISION THREADING

THOROUGH CLEANSING

FINER GALVANIZING

RIGIDLY INSPECTED

CONVENIENTLY CARTONED

PROMPT SHIPMENT

Every operation is important to produce the perfect raceway that is required for a safe wiring job. A quarter-century of uniform quality has made Conduit of COLUMBUS preferred in this specialized field. You can "Count on Conduit" for fast, easy assembly, for tight, weather-proof connections, for smooth, work-speeding raceways.

SOLD ONLY THROUGH
RECOGNIZED WHOLESALERS

Conduit

CONDUIT PIPE PRODUCTS CO., of COLUMBUS, OHIO

PIPE COUPLINGS • PIPE NIPPLES • ELBOWS, RIGID & E.M.T.
RUNNING THREAD • GOOSENECKS • WALL PLATES

durasheath

the all-purpose cable

Durasheath* Is Versatile . . . It's Underwriters' approved for *all* underground services . . . It goes in power and lighting circuits, industrial plants, mines, airports, housing developments and farms—wherever power distribution calls for cable . . . large or small . . . in one, two or three conductors . . . voltages from 600 to 8,000.

Durasheath Is Safe, Dependable and Economical . . . withstands electrolysis, corrosion and extremes in temperatures . . . its tough Neoprene jacket resists oil, flame, abrasion, cutting, impact . . . as well as moisture, acids and alkalies in the soil. It's lightweight and flexible—reduces installation costs.

Durasheath—can be run overhead . . . down a building . . . and in the ground—in one continuous run.

DURASHEATH CAN DO A SAFER, more dependable power distribution job . . . and at lower costs! Promote more Durasheath and build more profits! Anaconda Wire & Cable Company, 25 Broadway, New York 4, New York.

*Reg. U. S. Pat. Off.

it's good business to sell

ANACONDA

WIRE AND CABLE

TIMES and TRENDS

Credit Controls Rebellion

Organized groups in practically every business affected by the Government's tightened credit controls have or are about to file rebuttal briefs at Washington. While manufacturers, distributors and retail dealers who are protesting may be accused of having a selfish interest, the same cannot be said of the hundreds of thousands of consumers, who suddenly find their accustomed system of buying "capital goods" upset, to say nothing of prospective home buyers who suddenly see their hopes for having their own home torpedoed by excessive and to them prohibitive down payment requirements.

These controls literally kick one of the most important supporting foundation piers from under industries like automobiles, home appliances, furniture, televisions and housing, which collectively have accounted for a big slice of our postwar prosperity. Worse yet, it is Mr. and Mrs. America who without notice find themselves forced to revise all their planning for new homes, automobiles, home appliances and conveniences, to say nothing of the thousands of small local business men who suddenly see their sales volume dwindle down to dangerous and even bankruptcy levels.

If vocal protests now soured across the land—by business and consumers alike—fall on deaf ears at Washington, chances are that results of the November elections will command appropriate attention.

★

Finance in Filing

You may buy a new 5-drawer filing cabinet for $20 or $60 and think that's a lot of money to spend on filing, but a recent research study by Remington Rand Inc. has shown that it costs a business concern upwards of $4,500 to create the contents that will fill up the average 5-drawer cabinet and then it costs $202 per year to "operate" that cabinet properly.

The moral: treat your business files with the respect and care that your investment in them justifies.

★

6½ Billion Kilowatt-Hours

During the week ending September 30th, 1950 National distribution of electric current topped the 6½ billion kwh mark for a new record, according to the Edison Electric Institute.

From its beginning more than three quarters of a century previously the industry topped the 4 billion kwh per-week mark for the first time late in 1944—at the height of the World War II production effort. Four years later, in September 1949, it chalked up a 5½ billion record of weekly kwh distribution and now, just 12 months later the 6½ billion mark has been passed.

With many additional large generating units scheduled to go into operation in 1951 and 1952 it becomes obvious that the electric power generating industry will continue to be ready to supply whatever thousands for current may arise—in peace or in war.

This leaves to the industry of electrical wholesale distribution the tremendous task of seeing that the needs for electrical installations and current consuming applications and appliances will be amply supplied.

May it not falter in fulfilling that task.

★

Zooming Industrial Construction

Early predictions for 1950 plant and equipment expenditures in American Industry were for a substantial decline from 1949 levels and the Korea affair gave actual figures another kick down the hill. BUT—September brought a drastic turn upwards.

The Securities and Exchange Commission now says that the total of reported planned outlays for 1950 has gone up to $17.9 billion—almost up to the actual 1949 expenditures. Add to that the fact that defense production orders have finally begun to register their impact on planned plant expansion and you have the basic reason why a foggy 1951 outlook has taken on a mighty rosy hue.

★

Capsuled Coffee

An Associated Press report from Chicago says that at the Armour Research Foundation of the Illinois Institute of Technology they are perfecting a new process that will bring us our coffee in small capsules—easily dissolved in hot water.

Of course, we have had powdered coffee—with or without caffeine—and since World War II some of the powdered coffees have become increasingly popular, so that capsuled coffee might be brushed off as just a new packaging idea were it not that the new capsuled product promises to supply the missing half of true coffee enjoyment—aroma.

Those fragrant oils that give freshly brewed coffee made from the ground roasted beans that enjoyable aroma will be held captive in the capsule by that new process until the merits of the aroma-locking coffee drinkers are neat enough to get satisfaction.

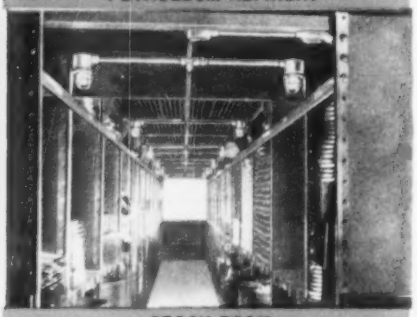
Aroma-rich java in a jacket.

G. Fred. Rost

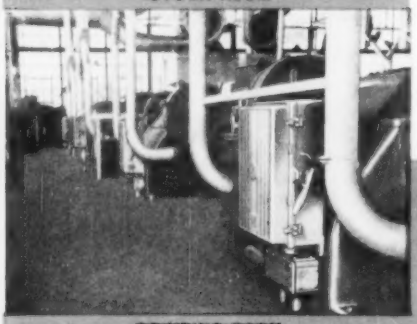
EDITOR

CONDULETS* and rigid conduit

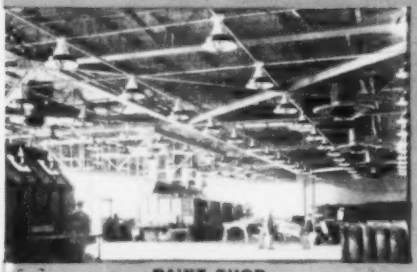
PETROLEUM REFINERY



STOCK ROOM



GRINDING ROOM



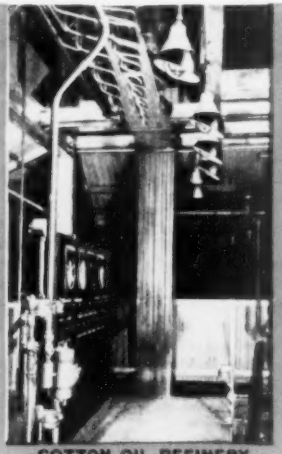
PAINT SHOP

YOU can install galvanized CONDULETS and galvanized rigid conduit under all atmospheric conditions and in all occupancies

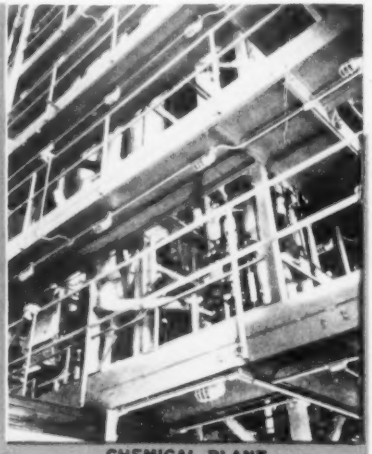
(See Article 346, Section 346-2, National Electrical Code.)

The **CONDULET** and rigid conduit method meets the requirements of the National Electrical Code in locations exposed to weather, heat, moisture, steam, vapor, dust and dirt or locations that are hazardous because of the possibility of the presence of flammable gases or vapors, or combustible dusts. The same sterling qualities that make **CONDULETS** the first choice in these special applications, make them first choice in ALL ordinary locations.

**CONDULET is a coined word registered in the U. S. Patent Office. It designates a product made only by the Crouse-Hinds Company.*



COTTON OIL REFINERY



CHEMICAL PLANT

.....the UNIVERSAL wiring method

"for MODERN WIRING . . .

the CONDULET and conduit method

gives you definite advantages"

1. **MECHANICAL PROTECTION . . .** Rigid conduit and cast Feraloy CONDULETS provide the best possible protection against accidental damage to the wiring and equipment. Prevents costly shutdowns.

2. **SAFETY . . .** A CONDULET installation gives maximum protection against personal injury and fire. The continuous conduit system made up with taper threaded CONDULETS provides a reliable and permanent low resistance path to ground.

3. **FLEXIBILITY . . .** To meet all the diverse requirements of modern electrical layouts, CONDULETS are made in a wide variety of shapes and sizes with varied hub arrangements, including a full line of CONDULETS with detachable hub plates.

4. **ECONOMY . . .** The installed cost compares favorably with other methods, while the total cost over the years is definitely lower, due to the durability, reliability, safety, and low maintenance cost of a CONDULET and rigid conduit system.

5. **CORROSION RESISTING . . .** Galvanized cast Feraloy CONDULETS offer the best protection wherever moisture, dust or corrosive atmospheres are present.

6. **QUALITY . . .** The trademark CONDULET stands for reliability and long life. Every CONDULET is built to Crouse-Hinds high standard of quality with painstaking care by skilled craftsmen.

On **YOUR** next electrical layout, for any location, plan to get all the benefits of sturdy cast Feraloy CONDULETS and rigid conduit . . . the UNIVERSAL wiring method. More than 15000 types and sizes are listed in the CONDULET Catalog.

CROUSE-HINDS COMPANY
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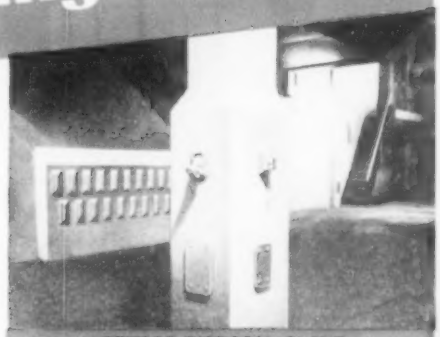
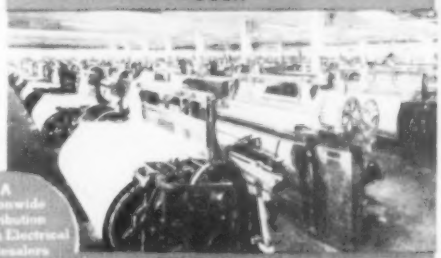
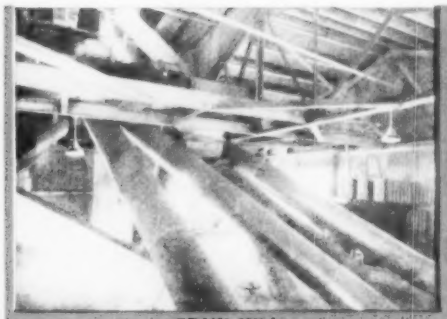
Offices: Birmingham—Boston—Buffalo—Chicago—Cincinnati—Cleveland—Dallas—Denver—Detroit—Houston—Indianapolis—Kansas City—Los Angeles—Milwaukee—Minneapolis—New York—Philadelphia—Pittsburgh—Portland—San Francisco—Seattle—St. Louis—Washington
Factory Representatives: Atlanta—Baltimore—Birmingham—Charlotte—Chicago—New Orleans—Portland, Me.
CROUSE-HINDS COMPANY OF CANADA, LTD., TORONTO, ONT.

A Nationwide Distribution Through Electrical Wholesalers

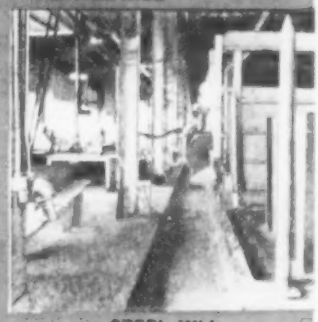

SEWAGE DISPOSAL PLANT

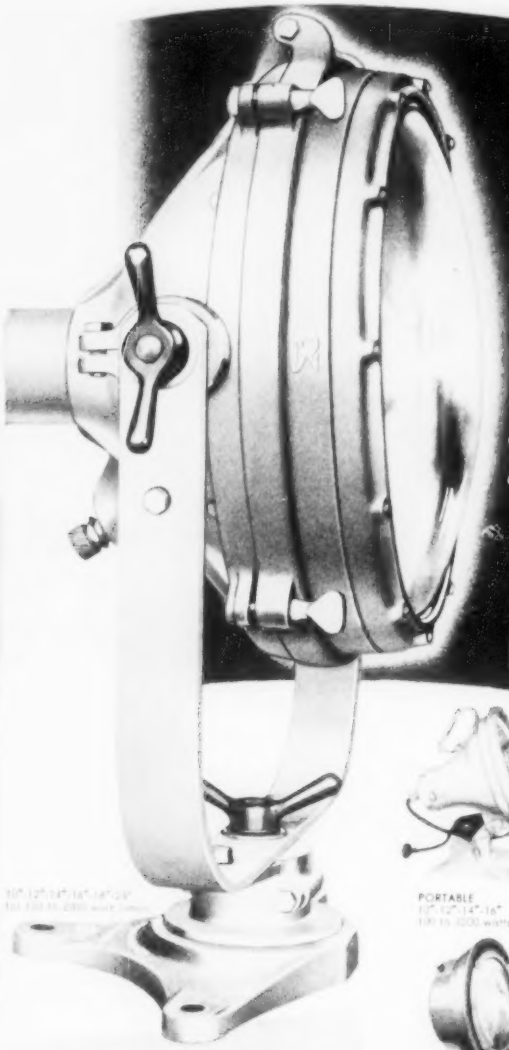
DOCK


TEXTILE MILL


GRAIN MILL

BOILER ROOM


STEEL MILL



Specify— PYLE-NATIONAL FLOODLIGHTS

for Permanent Heavy-Duty Floodlighting

PORTABLE
10"-12"-14"-16"
100-150-200 watts

FLUSH—10" for Pit or Sidewalk Wall or Ceiling
100-150-200 watts

SHORT RANGE—10"-12"
for Wall Mounting
100-150-200 watts

Dependable Floodlighting with Minimum Maintenance

Pyle-National floodlight equipment is designed and constructed to withstand the most severe operating conditions. Complete range of types and sizes are available.

RUGGED cast aluminum housings with tight sealing doors and door glass joints—positively dust proof and moisture proof—give maximum protection to reflectors and lamps and reduce cleaning and other maintenance to an absolute minimum.

STRONG, galvanized cast iron bases and brackets of many types are provided for simple mounting and accurate adjustment in all locations.

ADVANCED DESIGN of the carefully molded and highly polished reflectors and lenses insure the highest optical efficiency—thoroughly annealed for maximum toughness.

Write for catalog 2100 giving complete information.

The services of our trained and experienced floodlighting specialists are available at all times to advise and assist in installation problems.

SINCE 1897

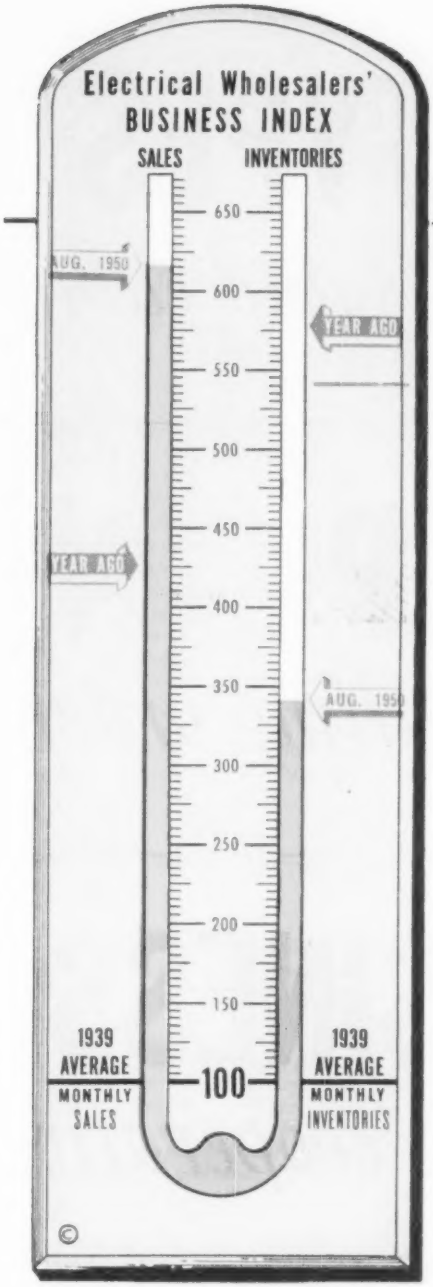
THE PYLE-NATIONAL COMPANY

1352 NORTH KOSTNER AVENUE, CHICAGO 51, ILLINOIS

DISTRICT OFFICES and REPRESENTATIVES in Principal Cities of the United States

CANADIAN AGENT: The Holden Co., Ltd., Montreal • EXPORT DEPARTMENT: International Railway Supply Co., 30 Church St., New York

CONDUIT FITTINGS • PLUGS and RECEPTACLES • TURBO-GENERATORS • LOCOMOTIVE HEADLIGHTS • MULTI-VENT AIR DISTRIBUTION



ELECTRICAL WHOLESALING
THE NATIONAL MAGAZINE OF ELECTRICAL WHOLESALE DISTRIBUTION
A McGraw-Hill Publication

Electrical Wholesale Distribution

For the Month of August 1950

SALES August sales of electrical goods wholesalers, all classes combined, increased 10 percent over the previous month and registered a more substantial gain of 62 percent over August a year ago.

By class of house, August sales of full-line houses increased 6 percent over the previous month; wiring supplies and construction materials distributors rose 19 percent, and appliances and specialties wholesalers up 26 percent.

Compared with August one year ago, all classes reported large increases: Full-line wholesalers up 52 percent; wiring supplies and construction materials distributors up 51 percent; appliances and specialties wholesalers up 70 percent.

Cumulative sales for the first eight months were 21 percent higher than in the same period of 1949.

INVENTORIES Continuing the downward trend of the past few months, inventories once again showed a decrease. August inventories were 9 percent below the previous month's level and 12 percent below the level one year ago.

Full-line wholesalers reported inventories down 11 percent; wiring supplies and construction materials distributors, no change; appliances and specialties wholesalers down 4 percent.

Compared with the same month one year ago full-line wholesalers reported inventories lower by 14 percent; wiring supplies and construction materials distributors showed an increase of 9 percent; appliances and specialties wholesalers reported inventories down 3 percent.

At the current rate of sales, electrical goods wholesalers had sufficient stock on hand at the end of August for 25 days of business—5 days' supply less than the previous month.

The position of these monthly index indicators is determined by tabulation of hundreds of reports from an *identical* group of wholesale distributors, located throughout the U. S. who furnish reports regularly. The figures are compiled for ELECTRICAL WHOLESALING by the Bureau of the Census of the U. S. Department of Commerce. The National and Regional analyses which follow include the reports from a much larger but less regularly reporting group, and the percentages arrived at do not always check exactly with the index position.

—The Editor

OVER 60 TYPES

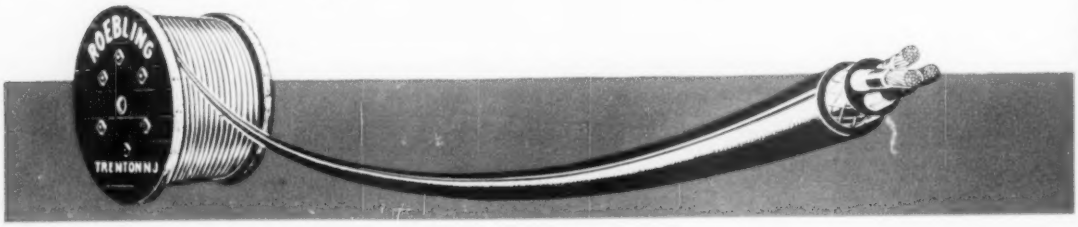
of wires and cables

A BIG HELP

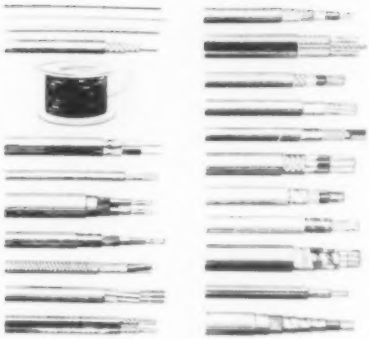
in filling orders

MORE BUSINESS

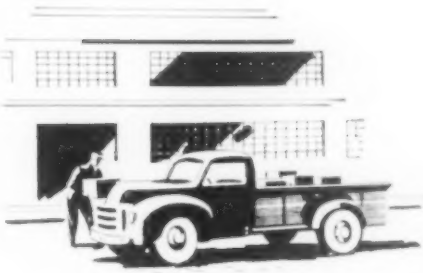
through sales cooperation



ROEBLING supplies a complete line of electrical wires and cables . . . and from copper wires to protective jackets they are completely made in Roebling's own plants. Roebling distributors are thus always sure of supplying wires and cables of unsurpassed quality, and backed by the best known name in wire! There's prestige in selling Roebling. It brings customer-satisfaction and repeat business. And there's always a big advantage in having one *chief* supplier who is alert to your interests and boosting for your success.



FROM COAST TO COAST, there are Roebling warehouses in all strategic areas...and Roebling is making every effort during the current period of raw material shortages to keep them stocked with standard electrical wires and cables. This means that wherever you are located, Roebling will try to supplement your own stock and to give you the sort of delivery service that you need. Such cooperation has always helped distributors hold old customers and win new ones. You may be sure that during the present shortage everyone at Roebling will do his best to help you fill orders.



ROEBLING helps distributors build sales through two active programs. *One of these is advertising.* Hundreds of full page advertisements are run in trade papers and in "Fortune," "Business Week" and "Newsweek" telling about the *extra* dependability and economy of Roebling products...*The other sales help* is the cooperation that Roebling engineers and technical staff are always ready to give in helping you recommend the best wire for special requirements, and in finding the answer to technical problems.

JOHN A. ROEBLING'S SONS COMPANY, TRENTON 2, NEW JERSEY

JAR ROEBLING

BRANCH OFFICES AND WAREHOUSES IN PRINCIPAL CITIES

Atlanta, 901 Atlas Ave. ★ *Boston*, 52 Sleeper St. ★ *Chicago*, 5525 W. Roosevelt Road ★ *Cincinnati*, 5701 Fairbanks Ave. ★ *Cleveland*, 701 St. Clair Ave., N.E. ★ *Denver*, 1001 Jackson St. ★ *Houston*, 6216 Navigation Blvd. ★ *Los Angeles*, 216 S. Alameda St. ★ *New York*, 19 Rector St. ★ *Philadelphia*, 12 S. Twelfth St. ★ *San Francisco*, 1740 Seventeenth St. ★ *Seattle*, 900 First Ave., S.

ROEBLING

Electrical Wholesale Distribution

REGIONAL ANALYSIS

COMPARING August 1950 sales to the previous month increases were reported in all regions (all classes of business combined) except in the West South Central area. The Middle Atlantic and New England regions reported the largest increases, 28 and 16 percent respectively. The West South Central area reported a decrease of 14 percent in sales compared to the previous month.

A comparison with August, 1949, shows large increases in sales volume in all regions. Increases ranged from a high of 79 percent in New England to a low of 41 percent in the West North Central area. Increases in August, 1950, compared favorably with the record heights achieved in August, 1948.

Compared with the first eight months of 1949, all regions showed increases in sales volume ranging from 31 percent in New England to 4 percent in the West North Central area.

Inventory figures for August, 1950, compared with the previous month conformed closely to the national pattern, down 9 percent. Largest decreases were shown by the Middle Atlantic and West North Central regions, down 11 percent.

AUGUST, 1950

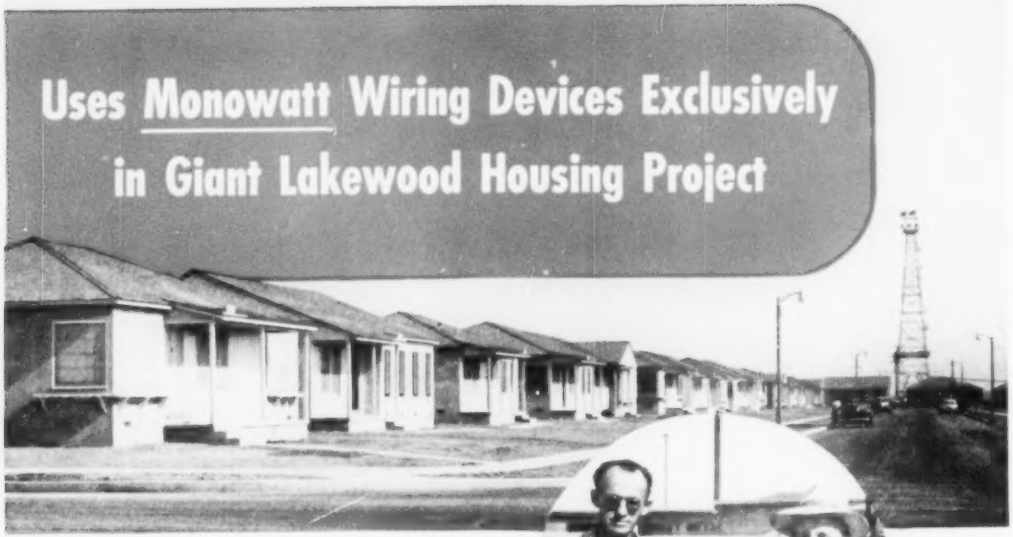
Figures in this table apply to the geographic divisions as outlined and numbered in white on map above.

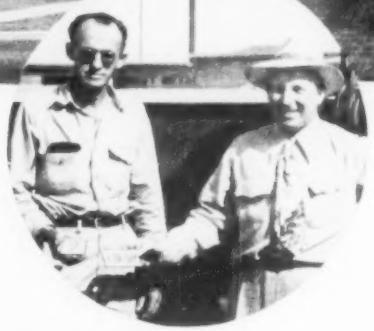
SALES August 1950 Compared in % with		Trading Region (See Map)	INVENTORIES August 1950 Compared in % with	
July 1950	Aug. 1949		July 1950	Aug. 1949
+16	+79	1	— 6	—11
+28	+73	2	—11	—11
+14	+74	3	—10	—10
+ 6	+41	4	—11	— 7
+ 9	+57	5	— 9	— 9
+ 2	+49	6	— 9	— 6
—14	+42	7	— 3	—12
+ 6	+54	8	— 9	—16
+ 2	+67	9	—10	—20

STATES COMPRISING GEOGRAPHIC DIVISIONS—REGION 1—Maine, N. Hamp., Vt., Mass., R. I., Conn.; REGION 2—N. Y., N. J., Penn.; REGION 3—Ohio, Ind., Ill., Mich., Wis.; REGION 4—Minn., Iowa, Mo., N. Dak., S. Dak., Nebr., Kans.; REGION 5—Del., Md., D. of C., Va., W. Va., N. C., S. C., Ga., Fla.; REGION 6—Ky., Tenn., Ala., Miss.; REGION 7—Ark., La., Okla., Tex.; REGION 8—Mont., Idaho, Wyo., Colo., N. Mex., Ariz., Utah, Nev.; REGION 9—Wash., Ore., Calif.

BLUE RIBBON CLASS
midwest
MODERN FITTINGS FOR
thinwall conduit
rigid conduit
metallic and
non-metallic cable
flexible steel conduit
service entrance cable
grounding devices
lighting fixture fittings
manufacturers
for over 30 years
Sold Through
Electrical Wholesalers
representatives
in principal cities
midwest electric mfg. co.
1639 walnut st.
chicago 12, ill.

Uses Monowatt Wiring Devices Exclusively in Giant Lakewood Housing Project





"Easier to install and owner gets a better device" . . .

says J. S. Kuster (right), co-owner and general manager of Kuster-Wetzel Electric Co., of Long Beach, Cal. "Bob" Sammons, superintendent, is shown with Kuster.

Jim Kuster didn't take wiring devices for granted when he began work on the 17,000 house project at Lakewood, Cal. He tried different methods and makes. On the basis of his results, he decided to standardize on Monowatt. Says Kuster—after using the devices for more than a year—"We find that these devices can be installed easier and faster. The customer gets a better grade of wiring device in his new home than is possible with any other competitive grade of devices. What's more, stocking and handling problems are minimized."

Kuster-Wetzel are especially enthusiastic . . . out Monowatt's combination devices and plates which come in one easy-to-install unit. These are just a few of a whole line of products that have been simplified and improved by Monowatt for speedier installation and better service on the job. Why not take a look at the new look in wiring devices? Send postcard for free catalog to Dept. A-4, Monowatt Incorporated, 66 Bissell St., Providence, R. I.

"Electrician installing a switch and plate combination. When unit has been screwed into box, the job is complete . . . no need for a second call to install the plate. Other items include switch, pilot light, and outlet combinations.

MONOWATT

MONOWATT INCORPORATED • A GENERAL ELECTRIC AFFILIATE • PROVIDENCE 7, R. I.

ELECTRICAL WHOLESALING News

Industry-Wide Wrath Aroused By FCC Color TV Decision

Action of Federal Communications Commission authorizing Columbia color television system moves RCA to seek injunction and majority of rest of industry to stormy protests

WASHINGTON—As a result of the recent decision of the Federal Communications Commission authorizing the Columbia Broadcasting System to begin commercial color television operations on November 20, electrical wholesalers' salesmen along with the rest of the TV industry are postponed with a monumental selling and public relations job. They will have to justify some eight million present owners of television receivers who won't be able to get color television without buying adapters and converters, and at the same time convince prospective buyers that it is still sensible to purchase black-and-white receivers.

That black-and-white sets are still as good an investment as ever for the public was indicated by Robert C. Sprague, president of the Radio-Television Manufacturers Association, who declared in a radio broadcast that these receivers could be "bought with confidence" for many years to come. (This talk was in reply to Frank Stanton, president of CBS, who, in a radio broadcast, warned the public to buy video sets only if their manufacturers gave positive assurance that they could be converted to the Columbia color system.)

Black-and-White TV to Continue

Mr. Sprague outlined two primary reasons why "the best-informed men in the industry believe black-and-white programs will continue to provide the best television entertainment for years to come." He said: "One is our profound conviction the FCC, to the contrary notwithstanding, that the right kind of color television system simply isn't yet. The second is an equally sincere belief that blackness white television will never be obsolete even when a sound color system has been developed."

This sentiment was also expressed earlier by Walter Buckley, RCA vice president, who in a letter to employees that was released to the press stated: "We shall keep faith with the eight million . . . who have invested . . . in black and white. Service in black-and-white television will be continued, promoted and improved for years to come."

Public to Get Facts

At approximately the same time the television Committee of the Radio Equipment Manufacturers Association, under the chairmanship of Dr. W. R. G. Baker, vice president of the General Electric Co., announced that it will establish a subcommittee to prepare factual information for presentation to the public and the trade in an effort to clear up the confusion created by a misunderstanding of technical terms and the circulation of misinformation.

Two key sources that have been made clear as a result of the FCC decision are that present owners will need a "big adapter" if they want to receive CBS color pictures in black and white and converters if they want color. It has been estimated that adapters would cost $30 to $50 and a non-sensitive converter, and the period of a video converter has been approximated at $70 to $75 and in some as high as $90. Furthermore, CBS itself has claimed that color sets will cost from $50 to $100 more than today's black-and-white receivers.

In addition to price, there is another serious drawback in converting some types of present receivers to the CBS system. The rotating disk on the receiving end which and See a moment makes the picture size and requires a mirror to turn it so it is placed directly in front of the cathode tube. On receivers with sets a coloured tube this would be difficult if not impossible.

The decision has raised many issues, one the television panel, according to Brigadier General David Sarnoff, chairman of the board of the Radio Corp. of America, is "scientifically sound and against the public interest. The system is good enough for the American public. The business of millions of dollars that present set owners would have to pay for adapters is disguised purchase with an unreasonable return towards the order to an absurdity."

General Sarnoff went on to say that regardless of what anyone else may feel called upon to do, RCA will continue its efforts to advance the effective time when the good future of color television can and will be made."

In the meantime the company filed suit in United States District Court in Chicago seeking to enjoin FCC from enforcement of its color rule. The FCC charged RCA was based largely on a letter from an FCC staff engineer who thought a patent for a device usable only in the CBS color system. Patent Radio Corp. also asked for an injunction against the FCC. Most other television manufacturers expressed strong disapproval of the decision.

NAED Protests FCC Action

Also protesting the FCC action, the Radio, Television and Video Committee of the National Association of Electrical Distributors, gave the following reasons why it felt the decision was inappropriate:

1. FCC's own action report showed that no system has satisfactorily demonstrated.

2. As a consequence, a great economical consumer has had now the adoption of one complex, expensive new set only toward a sound solution.

3. Broadcast standards in some that

GOOD CONNECTIONS ARE IMPORTANT...

especially in BUSDUCT Distribution Systems

PLUGIN FA BUSDUCT

Is available in standard 10 foot sections . . . also special lengths . . . 250 to 1000 Amps., 600 volts or less; 2, 3 and 4 conductors, with 30, 60, 100 and 200 Amp. FA Plugin devices.

Good, dependable connections are a big feature of PLUGIN FA BUSDUCT. This results from the fact that all joint connection contact surfaces are ground smooth, and then heavily electro silver-plated *by immersion.*

Heavy brass jam bolts—two for 2" wide copper and less . . . four for widths up to and including 4"—with heavy phosphor bronze compression washers, are used to fasten bus bars. Bolt holes are elongated to allow for expansion and contraction.

These two FA features of joint connections reduce to a minimum voltage drop and heating, which impair efficiency.

If you are interested in more efficient, economical and flexible power distribution, or if you want to expand your present production facilities, let your nearest FA Representative (he's listed in Sweet's) tell you how to do it quickly and easily with PLUGIN FA BUSDUCT or ask for Bulletin 701.

Frank Adam Electric Co.

ST. LOUIS 13, MISSOURI

Makers of BUSDUCT • PANELBOARDS • SWITCHBOARDS • SERVICE EQUIPMENT • SAFETY SWITCHES • LOAD CENTERS • QUIKHETER

would be an extremely costly imposition on the public, forcing millions of people who have no desire for color now to pay for a questionable additional gadget or temporary usage.

4. Enforcement of the CBS system is unwise because it is admittedly impractical at present, even if it could be perfected.

5. Timing is considered extremely bad because of shortage of engineering talent, components and other facilities due to the heavy ordering of electronic equipment for the defense program.

Does the Public Want Color?

The NAED committee also expressed itself as feeling that "the extent of public interest in television is questionable. Of course, people would like color just as they did in the movies, but not at great waste of investment, nor prematurely, not at severe inconvenience, nor with extra gadgets or mechanical contrivances to clutter up their attractively designed receivers."

Prior to this statement of position, Benjamin Gross, NAED vice president and chairman of its Appliance Division, had wired FCC chairman Wayne Coy for a postponement by the FCC of any decision to determine a color television system of a type not fully compatible.

Mr. Gross' telegram read: "Representing all members of National Association of Electrical Distributors who deal in radio and television and, indirectly, 25,000 television retailers and servicing organizations who are customers of these members, we earnestly urge postponement of any decision to determine color TV system of a type not fully compatible. Our studied opinion that postponement of the decision as recommended by Commissioner Hennock until July 1951 will enable manufacturers, distributors and retailers to give the subject further careful scrutiny and study which its tremendous importance demands, and will enable them to be of further assistance to the commission in working out the ultimate solution to this pressing problem."

Congressional Action?

With some manufacturers taking recourse to the courts to contest the FCC decision, it has become apparent that color television as authorized might be some time in coming. It would come at all in this form also entered the picture with Rep. Robert Crosser (Dem., Ohio), chairman of the House Interstate Commerce Committee, being quoted as saying that he would present the color television dispute to the committee when Congress reconvenes November 27. The committee has jurisdiction over the FCC.

Fifty Years In Electrical Manufacturing

D. Hayes Murphy
President
The Wiremold Co.

WEST HARTFORD, CONN.—D. Hayes Murphy, president and founder of The Wiremold Co., was honored by Wiremold's 425 employees at a buffet luncheon recently held at the company plant here.

The occasion was the fiftieth anniversary of Mr. Murphy's entrance into the electrical manufacturing field. He was presented with a television set by Louis S. Zalesinsky, treasurer of the company, representing all employees in the factory, office and field, as a token of their high regard to deep affection for him.

In 1900, shortly after his graduation from college, Mr. Murphy laid the foundation upon which the present business is built when he became secretary and treasurer of the Richmond Electric Wire Conduit Co., of Milwaukee, later known as the American Interior Conduit Co. In 1906 he was elected president and two years later after several reorganizations received a controlling interest.

In order to obtain enough money to improve its circular loom department and to complete the development of its surface raceway system, the firm in 1909 leased and later sold the rigid conduit department to the General Electric Co.

That same year the plant was moved to Hartford, Conn. and the corporate name changed to The Wiremold Co. In 1929 the present 10-acre site in West Hartford was purchased and all operations combined under one roof. Since then the company has added several new units to its plant, the last being completed in 1940.

To make the Wiremold plant as good a place in which to work as there is anywhere has been Mr. Murphy's constant aim. That this condition has been achieved was attested to in June, 1949 when he was awarded the first McAuliffe Medal for Distinguished Service in the Field of Industrial Relations. (One Connecticut representative of labor and one Connecticut representative of management receive this award each year.)

Mr. Murphy has always been an ardent exponent of profit sharing. In the early days of his presidency he inaugurated a profit sharing plan which has progressed over the years from various types of informal arrangements to the formal plan adopted in 1940 and now in effect in substantially the same form. The common stock of the company is held almost entirely by the employees.

At present, Mr. Murphy is a director of the Greater Hartford Community Chest, Phoenix State Bank and Trust Co., and St. Francis Hospital, all of Hartford. He is a trustee of the Hartford YMCA and chairman of its industrial committee. Since 1941 he has been a member of the business advisory council for the Department of Commerce.

Vice president of the West Hartford Town Council from 1937 to 1939 during his second consecutive term as councilman, Mr. Murphy also served as chairman of the Town Building Committee in 1935 and as a member of the Town Library Building Committee in 1937. Also in 1937-8 he served a one-year term as president of the National Electrical Manufacturers Association.

Both of Mr. Murphy's sons have been associated with The Wiremold Co. since their graduation from college. John D. Murphy is vice president and general manager, and Robert H. Murphy holds the positions of assistant treasurer and factory manager.

G.E. Holds Lamp Contest For Wholesale Salesmen

CLEVELAND — Electrical wholesalers' salesmen who service industrial and commercial accounts are the only eligible participants in a lamp selling contest—now in progress—sponsored by the Lamp Department of the General Electric Co. with headquarters at Nela Park here.

Three cash prizes—$50, first prize, $25 second prize, $15 third prize—will be awarded to those three electrical wholesalers' salesmen who submit to *The Lamplighter* (a G.E. Lamp Dept. publication) the best stories describing in a simple, factual fashion how they used the "obstacle cards" to obtain more G.E. lamp business from an industrial or commercial account.

The "obstacle cards" are four cards

(Continued on page 100)

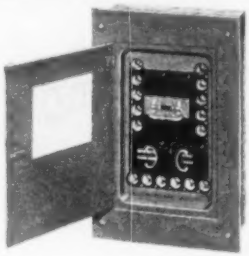
and here are the reasons why!

TIME AFTER TIME . . . a dozen times during the last 18 months . . . there's been news of remarkable new Federal Noark developments in every line of low voltage distribution equipment. And to electrical wholesalers this has all been *headline news*, telling of equipment which often enables you to carry greatly reduced inventories, increase your profits, and *always* assures your customers special advantages and topmost values.

Today, whatever specifications you must meet you'll find in the Federal Noark lines equipment exactly right for every job. What's more, many of these new devices make wiring quicker and cheaper, and cut down installed costs.

It will pay you to look at once into the complete lines of Federal Noark equipment. You'll clearly see why Federal's development of uniquely new and improved products is winning more business and more customers for wholesalers everywhere.

FOR EXAMPLE, LOOK AT THESE SERVICE ENTRANCE EQUIPMENT FEATURES



Cat. No. 12616F

HANDLES MODERN LOADS

Federal's 100 Amp. Main and Range Pull Switch line is a completely new design to handle the increased loads demanded in today's residences.

Main: 100 Amp. fusible pullout, 125/250 V., A.C., 3 wire SN.

Branches: a. Two 60 amp. fusible (or one 60 amp. and one 30 amp.) pullouts, 3 Wire SN for range and water heater.

b. 10 or 16 plug fuses, 2 Wire SN branches for lighting circuits.

c. Also available with 30 amp. "off peak" water heater branch circuit.

Split solid neutral construction places each neutral terminal next to each lighting circuit...Entire interior can be removed for ease of wiring.

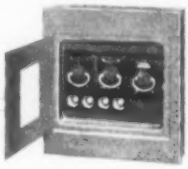
Cat. No. 110

A REAL SPACE SAVER

New Federal Noark 100 Ampere Pull Switch is unusually compact and attractive. Surface and flush enclosures are 12⅞" high x 10⅝" wide...raintight enclosure, 13⅝" high x 10½" wide...and all enclosures are only 4½" deep...No hinged joints; completely dead front, even with puller head out; "On" and "Off" positions clearly indicated.

"OFF PEAK" CIRCUIT ADDED

Utilities' expansion of "off peak" hot water service has created the need for additional isolated circuit capacity to handle this load. To meet this need, Federal Noark has added a 30-ampere 3 pole SN Pull Switch to its popular 264 and 264C Main and Range Switches...designated by the suffix "W".



Cat. No. 264W

30 NEW QUICKLAG PANELETTES

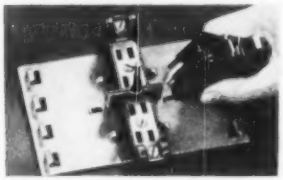
New and larger capacity enclosures increased the value of the individual pole Quicklag Circuit Breakers for service entrance use.

Now you can get Federal Noark QL Panelettes with:

- ★ Up to 24-circuit capacity.
- ★ 100 Amp. Main Breakers.
- ★ Special polarity sequence bussing allowing maximum number of double-pole breakers.
- ★ Bussing that allows full advantage of multi-main provisions of N.E.C. to eliminate the need for large main disconnects.
- ★ Panelboard-type doors and locks.
- ★ Raintight enclosures.

Only Federal Noark supplies this complete range of QL Panelettes.

Cat. No. 167FD2508



SIMPLEST, SAFEST, CIRCUIT BREAKER PROTECTION

Federal Noark's amazing new STAB-LOK Circuit Breaker system will replace practically all popular fusible devices—and at comparable cost. The 1, 2, 4, 8, and 16-circuit STAB-LOK Circuit Breakers are suitable for service entrance use. Additional circuits are safely, easily added merely by plugging-in breakers and connecting load wires.

SEND FOR COPY OF OUR NEW PRODUCTS BULLETIN

FEDERAL ELECTRIC PRODUCTS COMPANY, 50 PARIS ST., NEWARK 5, NEW JERSEY

FEDERAL NOARK

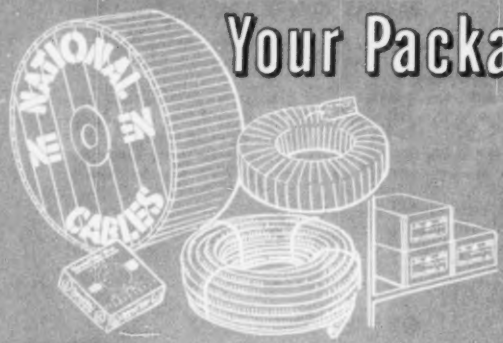
Service Entrance Equipment

Complete line of Federal Electric Products includes Motor Controls, Safety Switches, Service Equipment, Circuit Breakers, Panelboards, Switchboards, Control Centers, Bus Duct ★ Sales offices in principal cities.

Your Packaging Dividends

FROM

NATIONAL ELECTRIC



Packaging that facilitates handling and helps eliminate errors is one of the extra "dividends" you get with NE products.

NE Dividend
PAY TO *National Electric Wholesaler*

METAL-EDGED BOXES

that have added strength and rigidity for easy stacking and handling.

NE Dividend
PAY TO *National Electric Wholesaler*

LARGE, READABLE LABELS

that make it easy to reach for the *right* box.

NE Dividend
PAY TO *National Electric Wholesaler*

POSITIVE IDENTIFICATION

the *"Red, White & Blue"* labels and tape identify it as an NE product.

NE Dividend
PAY TO *National Electric Wholesaler*

CUT-OUT-CENTER BOXES

for building wire and Loomwire—*introduced by NE*—permit unwinding of wire from center of coil . . . leaves unused wire boxed, clean and untangled.

NE Dividend
PAY TO *National Electric Wholesaler*

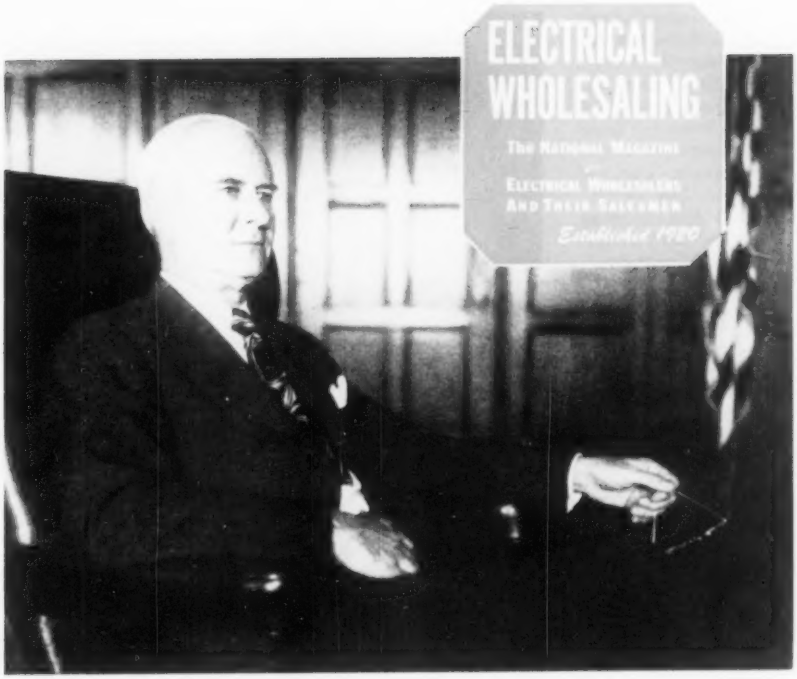
EASE OF HANDLING

NE packages, coils, and boxes are easy to pick up, stack, and store . . . easy to handle on the job, too—a "dividend" well liked by your customers.

These packaging dividends add up to real economy . . . more sales . . . and BIGGER PROFITS for the National Electric Distributor.

National Electric
PRODUCTS CORPORATION
1302 CHAMBER OF COMMERCE BLDG., PITTSBURGH 19, PA.

Everything in wiring points to NE



Secretary of Commerce Charles Sawyer

Your Part In . . .

Mobilizing For Defense

By Charles Sawyer
Secretary of Commerce
U. S. Department of Commerce*

ON June 25 the Communist army of North Korea attacked without warning the free people of the Republic of Korea. Following prompt condemnation of this act by the United Nations Security Council, we undertook to implement their decision with men and with weapons. Since then, we have become increasingly aware of the tremendous burdens which have fallen upon government, upon business, and upon our people.

Recently, the news from the battlefront has been encouraging. We are proud of the men who are engaged in this bloody and bitter struggle. However, for time at least peace is not enough—we must give the men at the front our all-out support.

We have two jobs to do. First, to place in the hands of those at the front all the weapons they need to do the job; second, to keep our civilian economy strong. If business can contribute its full share to these two great tasks it will gain for itself a place of high honor.

A few weeks ago the President delegated to various government agencies powers given to him under the Defense Production Act of 1950. He delegated to the Secretary of Commerce allocation, priority and requisitioning powers over many of the key materials and commodities of our economy. That difficult assignment makes it proper for me to outline the task which lies ahead and the manner in which we propose to use the powers we have received. It is important that the public—and in particular businessmen—be fully informed as to what the government proposes to do and why.

Concerning the part that the Department of Commerce must play in this endeavor, I have undertaken to avoid previous mistakes and benefit by experience. To head up the activity it was clear that we should, if possible, get the services of a man of recognized ability, but also one who

has been through this work before and would know what he was doing as soon as he took over.

With the help of the Business Advisory Council of the Secretary of Commerce, many of whom spent practically the entire period of World War II in government work in Washington, we were able to persuade one of the top businessmen in the country—William Henry Harrison—to leave his high position in the business world and undertake the job of Administrator of the National Production Authority in the Department of Commerce.

Those who argue that you cannot set up an enterprise of this sort within the existing agencies say that competent and top-level men won't come to take jobs within the existing agency framework. This is, of course, not true, as Mr. Harrison has proved.

We were also able to secure the services of Manly Fleischmann, who was first assistant to John Lord O'Brian, general counsel of the WPB during World War II. Mr. Fleischmann has given up a very lucrative law practice in Buffalo and comes to Washington at a great sacrifice in personal income to occupy the important post of General Counsel for the NPA.

Now, as to controls. In a war there are two fronts—the battle and the home front. The purpose of the NPA will be to carry on this home front fight so that the boys at the battlefront get the things they need.

The happy period of peace and prosperity which we enjoyed since the close of World War II is, for the time being at least, at an end. There is no advantage in pretending otherwise. Regardless of the outcome of the battle in Korea, we have embarked upon a program which will put critical strains upon our domestic economy. Serious shortages, heavy taxes, and problems of inflation will try our ingenuity and self-control and strength to the utmost and this will go on for years.

The National Production Authority is now under way, but the great bulk of activity, of course, lies ahead of it. We have only begun the task. Our first order was a so-called "inventory control," the purpose of which was to prevent unreasonable accumulation of inventories beyond the normal requirements of business.

Other orders will follow shortly.

William Henry Harrison
Administrator
National Production Authority

We are making every effort to impose as little hardship as possible upon business, but where it is necessary we will not hesitate to impose it.

In one respect we shall depart from previous practice. There has been some tendency in government to reject a man who knows a lot about the line of business he is dealing with. In the last war it was not uncommon to assign a man who had spent his whole life in the copper business to an office in charge of wallpaper or plastics. This is bad administration, to say the least. The man who knows most about the copper business and how to conduct it is the man who has been in that business.

One of the problems with which we are dealing now, and will continue to deal, is the question of increasing our productive capacity. We must, and we will, see that this is done. It should not be done, however, hysterically or foolishly.

It is well to bear in mind certain encouraging facts, as of today. Never in our history have we been so strong, never has our national product been so high, never has the diversity of employment, plant locations, and sources of supply been so extensive. Our national product at the moment is running at the rate of over 280 billion dollars per year, and in the five years since 1945 American business has built and added to its productive facilities 115 billions of dollars of new plants and equipment.

In 1940, we were completely dependent upon natural rubber from abroad. Today, we have a synthetic rubber industry which is being rapidly expanded and which is producing hundreds of thousands of tons of rubber per year.

Today, the domestic and Western Hemisphere reserves of oil are practically unlimited.

Our transportation system has a capacity far greater than prior to World War II. In 1939 to '41, American flag vessels in the overseas trade totalled 563. Today, including reserve fleets, we now have more than five times as many ships, with a gross tonnage proportionately greater.

In machine tools, our present production is utilizing only one-half of the available capacity.

We have a vast addition to our plant capacity, and it is much better distributed than in 1940. The shift of population toward the West has been accompanied by a shift in industry locations. It is much easier to operate in the Pacific than it was in 1940 and 1941, as we have already demonstrated in the few short weeks since Korea.

We have thousands of airfields, shipyards and other facilities available for use whose building in the early forties required a vast number of manhours and tremendous quantities of steel, cement and other basic materials. These facilities are available to be converted without the drain on critical materials which were required to construct them in 1940, 1941 and 1942.

Furthermore, the most recent statistics given me by the Office of Business Economics in my Department indicate that plans for fixed investment in the second half of 1950 have been adjusted sharply upward, approximating 9.8 billion dollars, a figure close to the peak reached in the corresponding period of 1948 and 9 percent higher than in the second half of 1949.

Encouraging as these signs are, we are, however, faced—and will be faced—with many grave problems. We already have shortages of critical materials, and there is no reason to believe these shortages will be relieved in the near future. In fact, there is every reason to believe that many of them may grow. The news from Korea at the moment is encouraging, but this is no sham battle in which we are engaged. These are tight times, business, and it is

high time for all of us to realize that we must mean business too. The Communist control imposes rigid and ruthless discipline from the top. The ordinary man is not asked what he wants to do; he is told. To meet the coordinated efforts which this type of discipline makes possible, we must be prepared to impose discipline upon ourselves.

It is completely unrealistic to assume that after a brief interval the problems we now face in Korea will be ended and we can go back to "business as usual." The chips are down. The use of this phrase indicates a game or a gamble. When you gamble you take some chances; but it is our job to lengthen the odds in our favor. We want better than a gambler's chance to make secure the future of America and the future of civilization.

It is about time that all segments of our economy stop thinking about what they can *demand* and think about what they can *give* to save themselves and all of us from an unpleasant fate. Not only as groups, but as individuals, this theory must apply. It must apply in connection with prices, wages, and hoarding.

We have been given the power to prosecute hoarders, and to repossess the things they are hoarding. These powers will be exercised, and I can pledge you that wrongdoers will be punished. In every situation and in every age there are people who try to profit from the misfortunes of others. There are those who are willing to take advantage of military demands to enrich themselves. We will undertake as far as possible to prevent this. We have already issued a so-called "inventory order" putting 32 war materials under control. There must be no accumulation of materials beyond what is needed for normal production and stocks of controlled materials are to be held to a "practicable minimum working inventory."

Failure to observe this order, now in effect, will subject the offender to a heavy fine and imprisonment. Other materials will undoubtedly be added to this list as time goes on.

One fundamental objective of this developing program is to increase the supply of needed materials. We are not satisfied with present supplies, and are acquainting industry with that fact. We want a continually greater supply of every strategic material, so that we will have not only enough, but more than enough, of what we need.

It is essential, of course, while pursuing our immediate military objective, to maintain our own economic strength. There are many problems involved, the most menacing of which, in my judgment, is the threat of inflation.

There are several ways in which we can fight the battle against inflation. One method calls for a reduction of the amount of dollars in circulation and the spending power of our people. The Federal Reserve Board has already imposed credit controls under the powers recently given them, and has stated publicly that these controls will be made more drastic if they do not produce early and substantial results. The President has repeatedly stated the need for strong credit controls in connection with housing.

Furthermore, we must expect heavy and continued taxation. One sound device for combatting inflation is taxation, and it is highly desirable to pay as we go in this great effort in which we are now engaged. We can, therefore, look forward to heavy and continued tax burdens—all of us.

If these and other similar methods fail—or, perhaps even before they fail—it may be necessary to impose controls upon prices and wages. This is an unpleasant and exasperating procedure, but we may have to do it.

The law passed by Congress provides for an Office of Economic Stabilization which will administer these particular controls. I cannot urge too strongly upon the businessmen of this country the folly of increasing prices, nor upon the working men of this country the folly of demanding wage increases, except as such increases are necessary to take care of specific inequities and particular situations.

Every time a businessman increases his prices, and every time a labor group asks for increased wages, it adds to the strain. There are undoubtedly some situations where increases in prices and wages are justified—to readjust inequities. Aside from these infrequent situations, price and wage increases should be avoided.

A working man who gets a ten percent increase in his wages, with which he must meet a twelve percent increase in the cost of living, is worse off than he was before.

It is idle now to talk about battles between capital and labor in this country. Capital and labor must join forces in the real battle. If that is lost, we all go down together.

It is highly desirable that in an important part of our economy the small businessman and the employees of the small businessman be given attention. There are almost four million separate business units in these United States, and in a peacetime—or for that matter a wartime—effort is to succeed these units must remain active and healthy. This should be the concern of government, and it should also be the concern of management and labor. Great corporations—nation-wide in scope—and great labor organizations of similar scope should have in mind the needs of the small businessman and the employees of the small businessman.

During World War II we recognized, belatedly, the need to have the skill and the effort and the brains of smaller business units at the disposal of our defense effort. As far as my part in the enterprise is concerned, I should like to recognize this need at an early, and not a late, stage of our preparation. Furthermore, it is highly desirable to recognize that our effective business units are not confined to manufacturing. There is a tendency to ignore completely the function played by distribution in our peace and wartime economy. We cannot afford to overlook this part of the business world.

I have given you some unpleasant truths. In my opinion, the American people—all of them—can stand the truth; furthermore, in my opinion, the American people want the truth. If it is unpleasant, they prefer to know it early. There is a certain pleasing sensation which comes from telling people nice things. It is, however, time to forego that sensation and gain some satisfaction from the feeling that we are preparing the American people to base their future upon the solid foundation of reality.

**Excerpts from an address delivered at a meeting of the Association of National Advertisers at the Drake Hotel, Chicago, September 27, 1950.*

D. P. A. News Digest

Volume I Number I

ELECTRICAL WHOLESALING, NOVEMBER, 1950

Defense Production Act of 1950

WHEN the final draft of the Defense Production Act of 1950 was completed and approved by both houses of Congress, President Truman was presented with a bill that, with minor exceptions, gave him all the powers he had thought necessary, most of those he requested and a lot more to boot.

The final bill granted the President powers to requisition materials and plants necessary to the rearmament program and to allocate goods in short supply for defense production. The bill provides that money may be advanced to plants in order to speed production. It also gives the President powers to check inflation, including the imposition of wage and price controls, rationing and credit controls.

Title I—Priorities and Allocations

Under Title I the Defense Production Act authorized the President to require priority orders to be filled before any others and allocate materials as necessary to promote national defense.

In order to prevent hoarding the first title of DPA provides that no person shall accumulate beyond reasonable demands scarce materials or materials which might become scarce by such accumulation as designated by the President.

A penalty of $10,000 fine or imprisonment for one year or both can be levied on any person wilfully disobeying the provisions of this Title.

Title II—Authority to Requisition

Title II of the DPA gives the President the authority to requisition materials and facilities deemed essential to defense production. In the case of property requisitioned for use for the defense of the U.S., prompt payment shall be made to the owners. In cases of dispute as to the amount fixed upon, the owner will be given 75 percent of the sum determined and allowed to sue in the Federal Court of Claims for the balance.

Title III—Expansion of Productive Capacity and Supply

The third title of the DPA contains provisions whereby private business enterprises may obtain loans from the Government in order to expedite production, the development of technological processes and exploration of minerals pertinent to our national defense.

An appropriation of $250,000,000,000 has been approved for the purposes of this section of the law with $250,000,000 of the amount available to the President directly to be used without Congressional approval.

The President may, when he deems it necessary, install additional equipment, facilities, processes or improvements to plants, factories and other industrial facilities owned by the U. S. Government and install Government-owned equipment in plants, factories and other industrial facilities owned by private persons.

Title IV—Price and Wage Stabilization

Title IV of the DPA provides the authority necessary to prevent inflation and preserve the value of our national currency; to assure that defense appropriations are not dissipated by excessive costs and prices; to stabilize the cost of living; to eliminate and prevent profiteering, hoarding, manipulation, speculation and other disruptive practices resulting from abnormal market conditions or scarcities; to prevent economic disturbances, labor disputes, interferences with the effective mobilization of national resources.

The President is authorized to seek voluntary cooperation of industry and labor to keep prices down and stabilize wages. He is authorized to invoke mandatory controls on a "selective" or industry-by-industry basis when he considers prices in a particular industry rising too fast. However, the bill also provides that if a price ceiling is placed on a given industry, wages in that industry must be frozen.

If and when conditions demand such action, the President is authorized to call for blanket price and wage controls covering all industry and set up an agency similar to the OPA of World War II to carry out price regulations.

Title IV provides that: "A ceiling may be established with respect to an individual material or service only when the President finds that (i) the price of the material or service has risen or threatens to rise unreasonably above the price prevailing during the period from May 24, 1950, to June 24, 1950; (ii) such price increase will materially affect the cost of living or the national defense; (iii) the imposition of such ceiling is necessary to effectuate the purpose of this Act; (iv) it is practicable and feasible to impose such ceilings, and (v) such ceiling will be generally fair and equitable to sellers and buyers of such material or service and to sellers and buyers of related or competitive materials and services.

"Whenever a ceiling has been imposed with respect to a particular material or service, the President shall stabilize wages, salaries and other compensation in the industry or business producing the material or performing the service."

Title IV also provides that so far as practicable, in exercising the authority conferred in this section, the President shall ascertain and give due consideration to comparable prices, rentals, commissions, margins, rates, fees, charges and allowances, and to comparable salaries, wages, or other compensation, which he finds to be representative of those prevailing during the period from May 24, 1950, to June 24, 1950, inclusive, or, in case none prevailed during this period or if those prevailing during this period were not generally representative because of abnormal or seasonal market conditions or other causes, then those prevailing on the nearest date, on which, in the judgment of the President, they are generally representative.

"No wage, salary, or other compensation shall be stabilized at less than that paid during the period from May 24, 1950, to June 24, 1950, inclusive. No action shall be taken under authority of this title with respect to wages, salaries, or other compensation which is inconsistent with the provisions of the Fair Labor Standards Act of 1947, or any other law of the United States, or of any State, the District of Columbia, or any territory or possession of the United States."

Those who look forward in the normal course of their business are protected in the establishment of price ceilings by a special provision. Thus, a producer who normally contracts months ahead will be exempted from the price ceiling until the contracts he had in effect on the effective date of any price ceiling have been fulfilled. It is up to the producer, however, to demonstrate that he has purchased only the normal quantities for which he usually contracts.

Exempted from the bill's provisions are prices or rentals for real property, rates or fees charged for professional services, prices or rentals for materials furnished for publication by any press association or feature service, books, magazines, motion pictures, periodicals, newspapers, other than as waste or scrap, or rates charged by any person in the business of operating or publishing a newspaper, periodical or magazine, or operating a radio broadcasting or television station, a motion picture or other theater enterprise, or outdoor advertising facilities, insurance rates, rates charged by public utilities or carriers.

An emergency court of appeals according to the bill, will have exclusive jurisdiction in actions arising from the regulations promulgated under the section.

Title V—Settlement of Labor Disputes

In order to provide for effective price and wage stabilization and to maintain uninterrupted production, the Defense Production Act gives the President authority to set up an organization similar to the War Labor Board of World War II.

One section of Title V provides that no action shall be taken that is inconsistent with the provisions of the Fair Labor Standards Act of 1938, as amended, other Federal labor standard statutes, the Labor Management Relations Act, 1947.

Appointed Chief, Electrical Products Section, Building Materials Division National Production Authority

LUTHER D. SHANK, Philadelphia district manager for the Appleton Electric Co., has been appointed Chief, Electrical Products Section, Building Materials Division, National Production Authority.

Mr. Shank is well known in the electrical industry both as an Appleton district manager for the past five years and as a participant in many organizations and programs within the industry. He is active in the work of the Illuminating Engineering Society and the Electrical Association of Philadelphia.

At the present time he is chairman of the Fall Lighting Campaign which is being conducted by the lighting manufacturers group of the Philadelphia association.

Prior to his activities in Philadelphia, Mr. Shank was Acting Chief of Electrical Products Section of the War Production Board. He spent over three years as Deputy Chief of this section and in this position supervised allocations of critical materials in manufacturers of wiring devices, fuses, conduit, conduit fittings, connectors, lighting fixtures and many other allied products. Mr. Shank set the priorities for priority groups of this group and also originated the various limitation orders controlling the manufacture and use of these products.

Before entering WPB Mr. Shank was associated with the Fire Underwriters as an Electrical Inspector covering at various times southern Jersey, eastern Pennsylvania, Delaware and Maryland.

His career has also included some time as an electrical contractor and in the general building and road construction business.

Luther D. Shank

or with other applicable laws shall be taken under this title.

Title VI—Control of Consumer and Real Estate Credit

Basically, Title VI provides for the reactivation of consumer credit controls—the well-known Regulation W, issued by the Federal Reserve Board.

The board is authorized to curtail buying through insisting upon larger down payments on durable goods and a shortening of the time over which installment payment could run. It also can tighten up on charge accounts in department stores, and take action to limit single payment loans to ninety days.

The real estate credit provisions of the section gave power to the President to control the maturity of mortgages and the percentage of loans to property value permitted on conventional loans, on Federal Housing Administration Government-insured loans and on Veterans Administration guaranteed loans.

Title VII—General Provisions

Title VII of the Defense Production Act states that "small business enterprises should be encouraged to make the greatest possible contribution toward achieving the objectives of this act."

The President is instructed to provide small business enterprises with full information concerning the DPA. In appointing business advisory committees for consultation in forming regulations, etc., under the act, all businesses, large or small, shall be represented. In the administration of the DPA, feasible exemptions which may be made without impeding the accomplishment of the objectives of the DPA shall be made in favor of small businesses.

Broad, sweeping powers are given the President in further sections of Title VII of the Defense Production Act.

The President is authorized to delegate any power or authority conferred upon him by the Act to any officer or agency of the government, including new agencies which he creates.

The President shall be entitled, while this Act is in effect and for a period of two years thereafter, by regulation, subpoena, or otherwise, to obtain such information from, require such reports and the keeping of such records by, making such inspection of the books, records and other writings, premises or property of, and take the sworn testimony of, any person as may be necessary or appropriate, in his discretion, to the enforcement or the administration of this act.

However, the President must issue regulations insuring that the foregoing authority will be utilized only after the scope and purpose of the investigation, inspection or inquiry has been defined by "a competent authority" and it is assured that no authoritative data are available from any Federal or other responsible agency.

No one shall be excused from complying with the provisions of this section of Title VI on the grounds that the information or evidence will tend to incriminate him, although they shall be exempt from prosecution if they claim the information is self-incriminating.

Information obtained under this section which the President deems confidential or with reference to which a request for confidential treatment is made by the person furnishing such information shall not be published or disclosed unless the President determines that the withholding thereof is contrary to the interest of national defense.

Whenever in the judgment of the President any person has engaged or is about to engage in acts which constitute a violation of the DPA, he may make application to the appropriate court for an order enjoining such acts or for an order enforcing compliance with it.

The President is authorized to consult with representatives of industry, business, financing, agriculture, labor, and other interests, with a view to encouraging the making by such persons with the approval by the President of voluntary agreements and programs to further the objectives of this act.

While this act is in effect, any acts or omission to act under voluntary agreements or programs requested by the President and considered by him to be in the public interest as contributing to national defense shall not be construed to be within the prohibitions of the anti-trust laws or the Federal Trade Commission Act.

In addition, Title VII contains provision for the establishment of a joint committee of House and Senate members to keep the DPA's operation under constant surveillance. This committee, to be known as the "watch-dog" committee, will be composed of five members from the Senate and the House.

It is in Title VII, the final part of the DPA, that provisions are made for the termination of the various powers granted by it. Priorities and allocations authority, requisitioning power, expansion of productive capacity and supply and the general provisions sections have an expiration date of June 30, 1952. The price and wage stabilization, labor disputes and consumer and real estate controls all expire on June 30, 1951, unless Congress meanwhile votes their extension.

The National Production Authority

One of the first agencies to appear under the Defense Production Act of 1950 was the National Production Authority, already designated as the wheelhorse of the entire defense production control program.

This important agency has been established under the supervision of Secretary of Commerce Sawyer to whose department the President delegated authority to cope with such matters as priorities, inventories and allocation controls.

NPA will be responsible for determining requirements of materials needed to maintain national defense, the civilian economy and established foreign policies of the United States and for formulating and executing policies and programs by which the American economy can meet these requirements.

Secretary Sawyer has named William H. Harrison, president of International Telephone & Telegraph Corp., as administrator of the NPA. Mr. Harrison's staff will include Glen Ireland, deputy administrator; H. B. McCoy and Charles Kohlhepp, assistant administrators.

The following men will head the NPA industry divisions: Chemicals, Charles C. Concannon; Construction, John E. Haynes; Food, James C. Foster; Forest Products, Harold E. Holman; General Products, Thomas W. Delahanty; Iron and Steel, Frank F. McGue; Machinery, William L. Beck; Motion Pictures, Nathan D. Golden; Metals and Min-

erals, Frank H. Hayes; Petroleum, Fuels, Energy, Lester M. Carson; Rubber, Earl W. Glen; Textiles and Leather, Julius G. Schutzer; Marketing, Nelson A. Miller; Small Business, James L. Kelly.

N.P.A. Regulation 1 Inventory Controls

The first regulation issued by the National Production Authority ordered inventory controls to curb the commercial stockpiling of thirty-two important war materials. The list of materials included building materials, chemicals, forest products, iron and steel, metals and minerals, rubber products and textiles.

The regulation does not apply to ultimate consumers who buy for their personal or household use but does apply to everyone else buying or selling either for use or for resale.

During the time the regulation is in effect no person may receive or accept delivery of any key war material listed by the N.P.A. if his inventory of the material is, or would become if delivery is made, more than a practical working inventory.

The regulation describes a "minimum working inventory" as the smallest quantity from which a person can reasonably meet his deliveries or supply his services on the basis of his currently scheduled method and rate of operation.

In figuring his inventory, a person must include all such material in his possession or held for his account by others but not that held by him for the account of others. Material is considered to be inventory until actually put into process or actually installed or assembled.

Any person engaged in a seasonal business or industry who normally stocks inventory in advance of the season, may accept such advance delivery of his seasonal requirements provided that the deliveries accepted are no greater and no further in advance than those which he would normally accept in the ordinary course of his business to meet reasonably anticipated seasonal requirements.

No person may deliver any material if he knows or has reason to believe that his customer is not permitted to receive it under this regulation.

No person may place any order calling for delivery of any material earlier or in larger amounts than he would be permitted to receive under this regulation.

N.P.A.'s first regulation also provides that a person may not place orders with different suppliers totaling more than he is permitted to receive even though he intends to cancel one or more of the orders before delivery.

"Any person who wilfully violates any provision of this regulation, or furnishes false information or conceals any material fact in the course of operation under it, is guilty of a crime and upon conviction may be punished by fine or imprisonment or both."

N.P.A. Regulation 2 Basic Priorities Rules

Shortly after issuing its inventory control order, the National Production Authority declared a second regulation stating the basic rules of a priorities system. It declared what kind of orders rate priority, how they may be placed and the preference status to be assigned.

Unlike the priority ratings issued during World War II which started at A-1 and were divided and subdivided until AAA-1 was reached, the new priorities provides just one rating—a DO (Defense Order) rating. This rating will be identified by the prefix DO and two digits identifying the procurement program, and must be forwarded to a supplier by the person using the rating. All DO rated orders will have equal preferential status.

Briefly, regulation 2 provides the following basic rules:

A person assigned a DO rating may use it to get delivery of materials or performance of certain services but may not place orders for more materials than authorized.

When a person receives a priority order he may extend it if necessary to get materials with which to fill the order.

If the order is filled from his inventory, he may use the DO rating to replace materials issued or used.

However, a person may not extend a rated order to improve his plant, facilities or obtain capital equipment.

If the N.P.A. specifically authorizes a person to use a rating to get services he may use it for that purpose but cannot extend the rating.

When a person applies or extends a rating, he must put the prefix DO and the two digits supplied to him, for example DO-39, on his purchase order, or on a separate piece of paper attached to the order or clearly identifying it, together with the words "Certified under NPA Regulation 2," signed as described in the next paragraph. This certificate constitutes a representation to the supplier and to the NPA that the purchaser is authorized under the provisions of this regulation to use the rating for the delivery of the materials covered by the order.

Certifications on purchase or delivery orders must be signed by the person placing the order or by a responsible individual who is duly authorized to sign for that purpose. The signature must be either by hand or in the form of a rubber stamp or other facsimile representation of a handwritten signature.

When a rated order is placed by telegram, the rating identification and certificate must be set out in full in the telegram.

No person shall knowingly apply or extend or pursuit to apply or extend a rating to any order unless he is entitled to do so. No person shall apply or extend a rating for material or services after he has received the material or after the services have been performed, and any person who receives such a rating shall not extend it.

No person may extend any rating to replace inventory after three months have passed from the time he could have first extended it.

Every order bearing a rating must be accepted and filled regardless of existing contracts and orders except as provided in this section. The "existing contracts and orders" referred to include not only ordinary purchase contracts but other arrangements achieving substantially the same results, though in form they may concern the use of production facilities rather than the material produced.

A person must not accept a rated order for delivery on a date which would interfere with delivery of rated orders which he has already accepted, nor if delivery of the material ordered would interfere with delivery on an order which the NPA has previously directed him to fill.

A supplier does not have to ac-

cept a rated order in any of the following cases, but there must be no discrimination in such cases against rated orders or between rated orders of different customers: If the customer placing the order is not able to meet the regularly established prices and terms of sale; if the order is for material or service not usually handled or made by the firm receiving the order; if the order would interrupt the supplier's operations during the following 60 days causing loss in total production; if the order comes from a source that manufactures or handles the same product requested.

Any person who refuses to accept a rated order shall, upon written request of the person placing the order, promptly give his reasons in writing for his refusal.

When a rated order is rejected in violation of this regulation, a report of the relevant facts may be filed with the NPA, Washington, D. C., Ref. Regulation 2. The NPA will take such action as it considers appropriate after requiring an explanation from the person rejecting the order.

If a rating which has been used by a person is revoked he must immediately, in the case of each order to which he has applied such rating, either cancel the order or inform his supplier that it is no longer to be treated as a rated order.

Every person who has rated orders on hand must schedule his operations if possible so as to fill each rated order by the required delivery or performance date.

The general rule is that any change in a customer's rated order constitutes a cancellation of the order and must be considered as a new order received on the date of the change if the change or the change will require the manufacturer to interfere with his production.

When the customer directs the manufacturer to hold or suspend production without specifying a new delivery date, the rated order must be considered cancelled. If requested to do so within ten days from receiving such an instruction, the manufacturer must reinstate the order as nearly as possible to its former place in his proposed schedule of delivery as long as the reinstatement does not cause loss of production or delay in the schedule of deliveries of other rated orders.

No person shall deliver any material which he knows or has reason to believe will be accepted, redelivered, held or used in violation of any order or regulation of the NPA.

Each person participating in any transaction covered by this regulation shall retain in his possession for at least two years' records of receipts, deliveries, inventories, and use, in sufficient detail to permit an audit that determines for each transaction that the provisions of this regulation have been met.

Regulation W

Minutes after President Truman signed the Defense Production Act of 1950, the Federal Reserve Board announced restrictions on installment buying to become effective Sept. 18. The new curbs fixed minimum down payments of one-third on time payment purchases of automobiles, 15 per cent on such items as radios, television sets, refrigerators, washing machines and other household appliances, 10 per cent on household furniture.

Under the revised Regulation W, payments had to be completed on automobiles within 21 months and 18 months on other articles listed above. Special provisions covering down payments on residential repairs, alterations or improvements specify a minimum down payment of 10 percent with repayment to be completed within 30 months.

Articles costing less than $100 were not limited to the down payment requirements although the repayment limitations had to be met.

Specifically exempt from Regulation W were credits over $2,500 not involving automobiles. Included in the exempt list were: Business or agriculture loans; credit to dealers and certain salesmen; credit to governmental agencies, religious, educational and charitable institutions; loans to pay fire and casualty insurance premiums; credit for purchasing securities; real estate credit; loans to meet educational, medical and funeral expenses; loans to repair or replace property damaged or lost by disaster and certain loans on savings, shares or accounts.

Regulation W as a credit curb was first instituted in September, 1941. It remained in effect until November 1, 1947, was reactivated on September 20, 1948, and expired on June 30, 1949.

Amendment 1

One month after Regulation W was put in effect, the Federal Reserve Board issued its first amendment to the credit rules, cracking down hard on installment buying.

The new amendment provided that the maximum maturity on installment credits would be reduced to 15 months for automobiles, appliances and furniture. The down payment requirements on automobiles remained at one-third but increases were put in effect for all other products covered by the regulation.

Today, 25 per cent of the purchase price is required as a down payment on radio sets, television sets, refrigerators, washing machines, and similar items. The down payment on furniture has been increased from 10 to 15 per cent.

The first amendment also reduced the minimum amount subject to credit controls from $100 to $50.

Regulation X

Since last July the Federal Reserve Board's regulations governing real estate pertained only to houses and buildings erected or purchased with government-backed loans. The regulations permitted 30 years to pay and allowed down payments up to 25 per cent.

At the time of strengthening credit curbs on installment buying by amending its Regulation W, the Federal Reserve Board also clamped down on real estate. The Board's Regulation X applying to all housing loans whether supported by the Government or not, requires hereafter most mortgages to be paid off in 20 years or less. Minimum down payments on houses start at 10 per cent for property costing less than $5,000 and rise progressively with the cost of the dwelling until 50 per cent down payments are reached.

Although the new regulation includes homes purchased by veterans the latter group are allowed an advantage of about 40 per cent in down payment requirements over non-veterans and FHA purchasers.

Making Christmas More Merry and— The New Year More Prosperous

by Ernest W. Fair

EVERY electrical wholesaler plans at length to capitalize on the holiday season as much as possible, but in the rush to build business we often overlook many of the other Christmas factors which affect our customers, our employees and our friends.

Here's a handy Christmas Check List of ideas used in past years that will enable every electrical wholesaler or salesman to make certain that no opportunity to win friends and build good will has been overlooked during the forthcoming holiday season.

1. Special envelopes with Christmas designs (and the same for letterheads) used in the firm's correspondence cost very little extra and make a mighty good impression wherever they are sent. They should be used for some weeks ahead of the holiday season.

2. A customer list should be compiled for mailing of a greeting card, a letter, a gift or a good-wishes telegram. Some firms divide the list in two sections with gifts to top ranking customers and greetings for average customers.

3. Christmas cards selected early or planned now will be better produced, receive more attention and build good will. It should be remembered that early planning permits individual planning and takes the firm's cards out of the run-of-the-mill classification where they will land if preparation is delayed until the last moment.

4. If the community is planning work among the unfortunate, community Christmas parties or affairs for the youngsters, there is no reason why the firm should not take part and help to build goodwill therein.

5. Favored suppliers should be remembered with letters of good will and expressions of appreciation for the friendly state of affairs that have existed over the year just passed.

6. A Christmas party for employees might be planned in advance and the staff member who enjoys most the planning of such parties should be put in charge of the affair. Well planned parties provide entertainment and good will; badly planned ones breed discontent that takes weeks to erase.

7. In lieu of a party, employees' families might be remembered by the firm. A basket of groceries, fruit, a ham, candies and nuts, etc., all build good will in the home of the employee—when the firm has every employee's whole family rooting for it, we can be certain employee problems stay at a minimum.

8. Are there some promotions or salary raises in the offing for the staff? There's no better time to announce them than at the Christmas party or in Christmas greetings.

9. Don't forget the partners, members of the board of directors and executive staff at holiday time. An informal get-together will help insure harmonious working within the group during the year ahead.

10. Good fellowship and a pleasant working atmosphere are created by early and liberal use of Christmas decorations not only in the office but wherever else possible.

11. Put off tedious chores until after the Christmas holidays when slack business gives ample time for a good job and everyone's spirits are better suited to tackle the humdrum details of such work.

12. What about having a party for dealers during or right after the holiday season? Why not? Many a firm has found such a party its best good will builder among means of promoting good feeling where it can do the most good . . . within the ranks of the people who push the products the firm distributes every day of the year to follow. Such a retailer party should be well planned; it should never be a hurried slapped together affair.

Each of these slack points are worthy of consideration in the program for the coming holiday season. All are potential good will builders and building good will is a quick way of building business for 1951!

THE YULETIDE season means good business for the electrical industry but it is also a time to build goodwill.

Where "Slowdown" Factory Lighting

Sell PLANNED Industrial Lighting

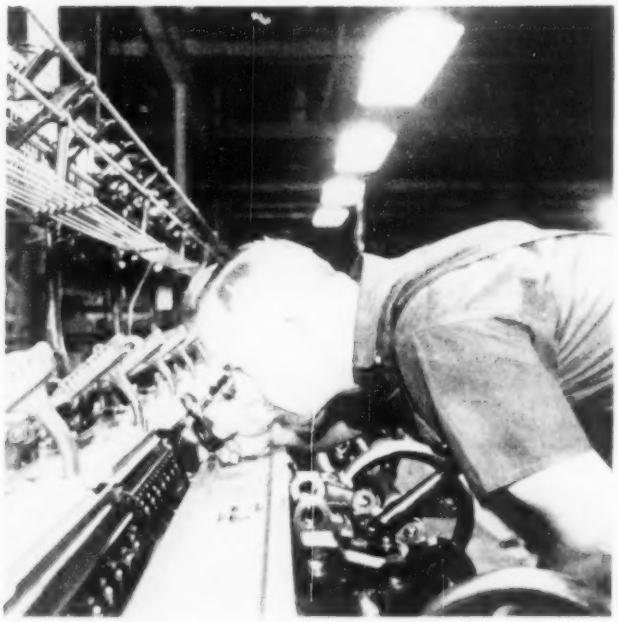
SCENES such as the one above are destined once more to become a part of the American industrial picture. In order to assure efficient defense production, plants must be provided with a satisfactory amount of light and the proper kind of lighting.

GOOD system of general illumination is a basic need—in fact, a vital production element—in any industrial plant. It cuts down spoilage, rejects, wastes, and accidents; and, at the same time, boosts productivity by reducing worker fatigue.

LOCAL lighting is necessary for many operations. Adequate illumination keeps older, experienced workers on the job.

Cuts Defense Materials Production

For Low-spoilage, Speeded-up Output



PLANT lighting should be of a quality and quantity to assure accuracy in the most critical seeing operations, not just to provide illumination for seeing in general.

With industry forging ahead toward higher consumer and defense production goals, the electrical wholesaler's salesman is in the best possible position to give answer to the many production problems brought on by "slowdown" plant lighting.

By

George Ganzenmuller

GREATER speed and efficiency are constant goals of modern manufacturing. It is because they are the two factors that can widen the profit margin and conquer the competition that new machines are purchased to replace obsolete equipment, that new methods are instituted to supplant older ways. In any well-managed plant all phases of the productive process undergo a continual overhaul, that is, all but one. Quite often, lighting—the one controlled working condition that contributes most to speedy, efficient production—is neglected.

The salesman of electrical equipment who services industrial accounts should train himself to be constantly aware of lighting lapses on the part of any of his customers. No doubt he has always made it a point to advise them to obtain the best possible lighting system. But as often as not their purchase of industrial lighting equipment has represented a compromise between the ideal system and the minimum appropriation.

Today, however, the electrical wholesaler's salesman has a potent, new economic fact to back up his industrial lighting presentation. The continuing defense emergency—with its immediate and future military needs—is going to put heavy demands on American industry. Those plants that are best equipped to gear into defense production will get the fattest contracts. And the plants best able to deliver the most goods fastest are those whose lighting systems speed up seeing for faster production.

While it is true that in many plants the lighting system is taken for granted and revised only on a rather haphazard basis, it is also true that the lighting industry's great educational efforts have made considerable headway in the industrial field.

If it happens that your industrial accounts are fully up-to-date on the benefits of good plant lighting, then your job is relatively simple. If they're not—which is more likely the case if you deal primarily with the smaller industrials—then you have a real selling job before you.

Here again the defense production aspects of today, or rather, tomorrow, enter the picture. In the event of a greater defense emergency, the smaller industrials in order to survive will have to get into sub-contracting work. And they will need good plant lighting to meet

the exacting demands of defense production.

Basically, you should load your sales presentation with the kind of ammunition that stresses this fact: that the results of adequate plant lighting show up in lower unit costs and better profit-and-loss statements.

The average plant manager is well aware that conservation of working time is an important factor in today's effort to keep pace with payroll increases. Tell him that inadequate plant illumination can trim precious minutes from each man hour, make a sizable nick in his net profit, and even endanger his competitive position in these days of thin margins.

Emphasize the fact that today he can get lighting equipment that is better adapted than ever before to his needs. Make clear to him that a "patched-up" lighting arrangement, roughly fitted to an increased need for more seeing, does not generally provide for better seeing. But a plant lighting system custom-styled to his own particular requirements will do the job.

Remind him that his needs, if he is interested in defense contracts, will call for more critical seeing. With the draft already effecting a drain on younger manpower, this critical seeing will be demanded of older workers and three-quarters of the people over 50 have defective vision. Furthermore, planned plant lighting will help keep these older employees on the job by reducing fatigue and eyestrain.

If a particular plant manager or purchasing agent happens to be a man who has to be shown, maneuver him out on the plant floor where you can prove your points. Armed with a footcandle meter and a working knowledge of lighting, the chances are that you will have plenty of opportunities to point out inadequacies in the present lighting system. No hasty tour, of course, can be used to determine the efficiency of a plant's lighting system, but at least it might disclose the more obvious discrepancies.

For example, if you come upon a worker squinting or taking his work over to a window, you have a clear-cut case of insufficient light. This condition results in (1) loss of production time, (2) eyestrain leading to physical discomfort of workers and (3) eventually—if not sooner—weakened eyesight, lowered morale of employees, less production and more spoilage.

Spotty illumination or dark areas in the factory, among other things, can be attributed to incorrect spacing of lighting units. This condition increases the accident hazard and should be remedied.

If you can see the lamps in a reflector from an employee's position of work, then you are face to face with a case of glare. Either the reflector does not shield the lamp properly or the unit is improperly placed or mounted. As a cure you can prescribe correctly installed industrial lighting equipment with recommended shielding angles to protect workers from direct view of lamps. It is worth noting that much attention of late has been paid to shielding of the light source to reduce glare. In one line of new units, the shielding angle has been changed from 13 to 27 degrees.

Bare lamps point out the glimmer in a glare source. Here as in the previous situation the consequence is eye fatigue and nervousness. It offers you the opportunity for the sale of appropriate reflectors, the sale of which could be promised on the fact that they would not only eliminate objectionable glare, but would also utilize a larger portion of the light output by directing it where it is needed.

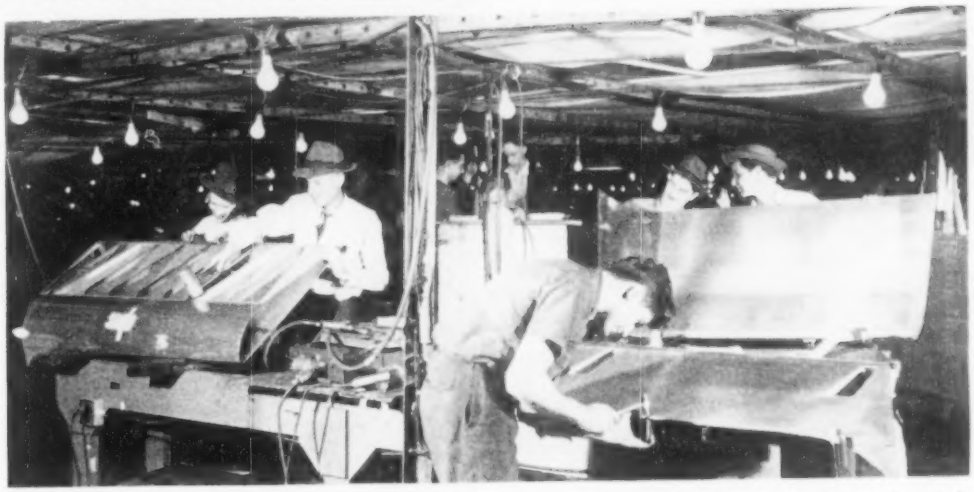
You might be able to save some of your industrial accounts considerable trouble by checking into their "danger" areas to see that approved lighting equipment is used for hazardous location in which flammable volatile liquids, highly flammable gases, chemical mixtures, or powders or other highly flammable or explosive substances are manufactured, used, handled, or stored to other than their original containers. Likewise for areas with atmospheres containing grain dust, easily ignitable fibers, or areas where materials producing combustible flyings are handled, manufactured, used or stored.

It may be that some of your customers are not familiar with Under-

Benefits Of Planned Industrial Lighting

1. Planned Lighting saves working time in the plant—because workmen see faster, more easily.
2. Planned Lighting cuts down spoilage, rejects, shrinkage and waste—because workmen see more accurately.
3. Planned Lighting helps make high-cost operations and critical processes profitable—because it provides easier seeing for such operations as inspection, color matching, extra fine finishing, and many others.
4. Planned Lighting boosts productivity by reducing fatigue—because workmen use less nervous energy in the work of seeing. Here is an important human consideration—eyesight conservation and better health protection for employees.
5. Planned Lighting helps prevent costly accidents and injuries—because workmen see more clearly the work to be done and the accident hazards that may occur.
6. Planned Lighting improves employee morale and job satisfaction—because good lighting is cheerful and makes work easier.
7. Planned Lighting helps keep older, more experienced workmen on the job—because it helps those with defective vision relatively even more than those with normal vision.
8. Planned Lighting promotes better plant housekeeping—because it develops a desire for order and cleanliness and makes bad shop conditions easier to spot.
9. Planned Lighting builds better public relations—because employees take more pride in their working place and the community appreciates that the plant is modern, progressive, "a good place to work."

Bare Bulbs Point Out Potential Sales



CHANCES are that you won't encounter an industrial lighting system quite as poor as the one shown above, but to the plants in your territory that bear it some resemblance you have a golden opportunity to spread the facts of light—at a profit.

writers' Laboratories and National Electrical Code lighting requirements for these locations. If such be the case, then you can net yourself a nice profit on the sale of the required specialized lighting equipment and thereby help to remove the danger of cancellation of insurance and possibility of explosion or fire, or both, for your customer.

Other typical lighting situations in an industrial plant that handicap the worker and act to slowdown production are these: inadequate light delivered to the vertical plane; a light source "mirrored" on the surface of a micrometer, machine gauge, or dial; insufficient light for reading prints when setting up a job; excessive brightness contrasts between work table or desk top and work that has a high reflection factor, such as light-colored paper; vibrating lighting units, most often found where local lighting equipment is mounted directly on machines. Call all such conditions to the plant manager's attention. When totaled they might mean a big lighting sale for you.

In the course of a tour of a factory you might crack the plant manager on the essentials of a sound lighting maintenance program. He probably would be more than a little shocked to learn that even a good lighting installation can quickly lose up to and over fifty per cent of its effectiveness as a result of the accumulation of dust and dirt on lamps and reflecting surfaces.

Advise him to set up a regular maintenance schedule which includes soap and water cleaning of reflectors and lamps, repair or replacement of faulty parts, and painting of walls and ceilings a light color (also floors where practical). Tell him to use dust-tight equipment in dirty and dusty locations, and to use wire guards where lamps may be subject to breakage due to loose cords or broken belts, flying particles, and handling of long materials.

The solution to every industrial lighting problem can be arrived at after an over-all study of plant conditions as they exist: the seeing tasks, the type of work, the material handled, the physical layout, and processes involved. You will find that each case requires individual treatment.

Industrial plants offer you a durable barrelled opportunity for selling lighting equipment. A good system of general illumination—the first and basic need in any industrial plant—represents the major opportunity, with supplementary lighting of specific operations in a factory serving as the secondary opportunity.

Many machine, assembly and inspection operations involving difficult seeing tasks require supplementary lighting close to the work point. (Example: assembly of radio sets and comparable units, which necessitates working inside the chassis.) A plant planning to go into defense work needs many different types of local lighting fixtures. But before you tackle the job of selling supplementary lighting units, make sure that the plant is first provided with satisfactory general illumination.

To aid him in bringing more light to local industry, the electrical wholesaler's salesman has a number of sales tools at his disposal, including a "Planned Industrial Lighting Program" promotion package recently released by the Edison Electric Institute and the Better Light Better Sight Bureau. This package consists of an informative booklet and mailing pieces which will help him organize effective lighting salesmanship from start to finish.

A point to keep in mind is that "slowdown" lighting puts the brakes on every seeing task, retards production all along the line. In regard to consumer production, this is tough on profits; with respect to defense production, it is inexcusable—if not an outright invitation to disaster. But you can put an end to slowdown lighting, at a profit to your customers, your country and yourself.

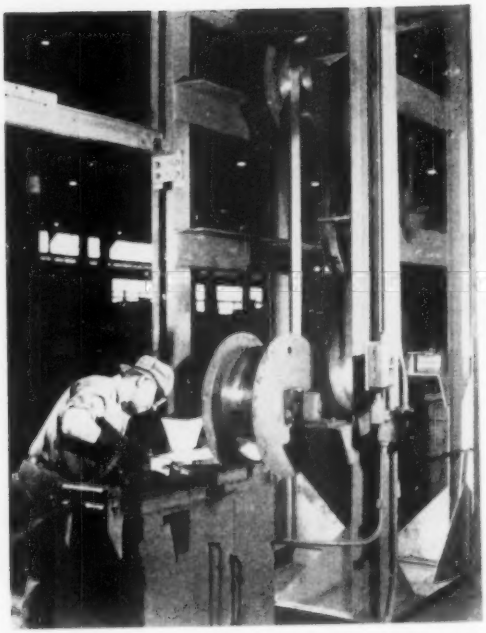
Speeding Production Of Metallic Tubing

AN output of more than 30,000 lineal feet of electrical metallic tubing a day is rolling off the new electric resistance weld tube mill at the Etna, Pa., plant of the National Supply Company's Spang-Chalfant Division.

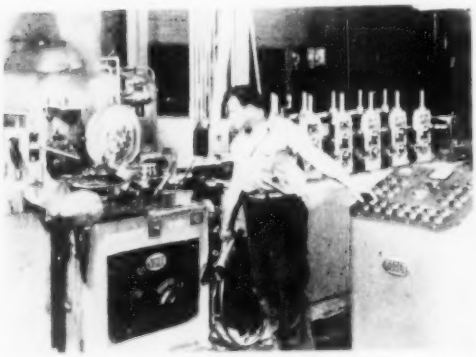
The electric-weld process or cold roll forming process of tube making is the continuous cold forming and electric resistance welding of coiled steel strip sized to proper width for the desired tube diameter. The longitudinal weld has a strength equal to the body metal, an essential characteristic of electrical metallic tubing.

The steel, in coiled strip, is mounted in a coil box at the leading end of the mill. This box holds two coils, with the one coil held in readiness so that it can be moved forward as soon as the coil in front of it has played out.

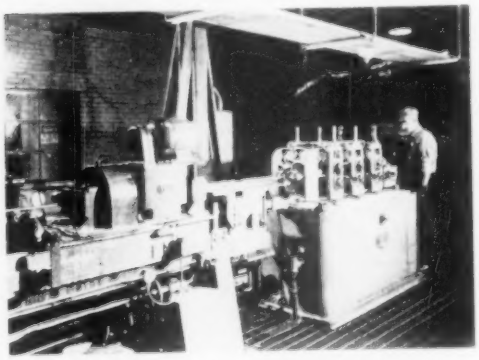
From the coil box, the strip moves over the loop table and into the tube forming machine. Each pair of rolls in the forming machine is shaped so that the flat strip is formed into a curved strip, a U-shape, and finally a tube. This is the cold forming process.



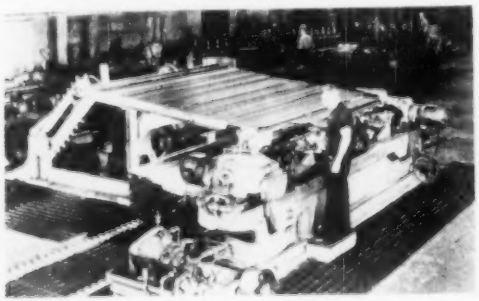
GAS welding the trailing end of coil going into mill to leading end of next coil for continuous operation.



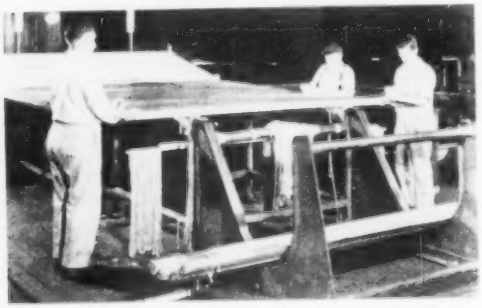
AN OPERATOR at the controls of the welding unit of the new electric resistance weld tube mill at Etna, Pa., plant.



UNIT at right presses new metallic tubing to the desired diameter before it enters the flying cut-off machine at left.



AUTOMATIC reaming and chamfering machine used for finishing both ends of electrical metallic tubing.



BUNDLING the 10-foot lengths of Spang-Chalfant's new electrical metallic tubing.

Highlights Of Half A Century In The Electrical Industry

By Max McGraw

President and Chairman of the Board
McGraw Electric Co., Chicago, Ill.

A LOT of water has "gone over the dam" in the last fifty years, and I have seen in that time the development of the electrical industry almost from its infancy.

Some of the first orders when I went into business were placed with Western Electric Company, now Graybar Electric Company. Some of the old timers who were with the company at that time are A. L. Tucker, Frank Ketcham, Eddie Rockefellow, Walter Robbins, and C. D. Wilkinson.

Charles Mitchell, later President of the National City Bank of New York, was credit manager, and perhaps I told you before that I was turned down by him on a $1,000 order. Because I was a minor he wanted my father to guarantee the account.

When I went in to see him he reluctantly OK'd my credit when I told him I wouldn't ask Dad to guarantee it, and added that furthermore I would have to change my lamp contract for Sunbeam lamps to Packard lamps and give my business to Billy Lowe of the Electric Appliance Co., because his Mr. Stacey had OK'd my credit. H. B. Van Swell didn't like that, and so that turned the trick. Mitchell OK'd Max McGraw, electrician, age 17, for $1,000 credit without his father's guarantee.

Gerard Swope was manager of the St. Louis branch of Western Electric, and I remember he attended our early Association meetings which were held in the Directors Room of the Commonwealth Edison Company. I often sat next to Mr. Swope, and once when I was fined for an error in an extension on a quotation he and Charlie Holmes of Commonwealth Edison came to my rescue. The members today would pay fines to Uncle Sam and might all land in jail for such illegal operations, but somehow they make a profit anyway.

Some of my first work as an electrician was changing four different kinds of lamp sockets in Sioux City, Iowa, to the standard Edison screw base. Sioux City had all makes, including Westinghouse (or Sawyerman as it was sometimes called), T-H meaning Thompson-Housman, Edi-Swan, and Hawkeye, the last named being made in Sioux City.

Then later came the change from the 50 volt 133 cycle single phase distribution systems, which were predominant in that territory, to 60 cycle three phases, and the change of many small town plants from Edison three wire direct current systems to A.C.

There was also the change from series arc lighting on streets and in stores to incandescent lighting.

Max McGraw

50 Years In Electrical Distribution

In the summer of 1900, 17-year-old Max McGraw, with $500 saved from a newspaper route, started a small electrical contracting business in Sioux City, Iowa. That was the beginning of the McGraw Electric Co. which on August 1st marked its 50th business birthday and Mr. McGraw's half-century of service as its president.

Today, Mr. McGraw directs the activities of the McGraw Electric Co. from his La Salle Street office—a business which has assets of approximately $35,000,000 and annual net sales of $70,000,000. In his first year in business, Mr. McGraw handled a $12,000 contract for installing a light and power plant for the Sioux City stockyards and a $10,000 lighting system installation in the Sioux City opera house.

Beginning in 1907, expansion was the keynote of Mr. McGraw's business activities. He organized an electrical jobbing firm, and also a concern to manufacture telephone switchboards. In 1912 these businesses and an Omaha railroad, electrical and mill supply business were consolidated; wholesaling branches were opened in Omaha and St. Louis.

The McGraw Electric Co. in 1912 established an electric light plant in South Dakota which has grown to a system supplying over 250 towns, operating as the Central Electric & Gas Co., of which Mr. McGraw is president. Affiliated with this company is the Central Telephone Co., of which Mr. McGraw is chairman of the board.

The wholesale end of Mr. McGraw's business was sold to the Westinghouse Electric & Mfg. Co. in 1926, after which the McGraw Electric Co. concentrated on the manufacture of electrical appliances and equipment.

A major factor in the growth of the McGraw Electric Co. was the development of the automatic pop-up toaster. The first toasters of this type made by the Waters-Genter Co., Minneapolis, were designed for commercial use. Mr. McGraw, however, saw the far greater potential of the domestic market, acquired Waters-Genter in 1926, and soon made the "Toastmaster" name one of the best known in the appliance field.

Other companies which have been gathered under the McGraw Electric banner and which operate as wholly-owned divisions of the parent company are as follows: Clark Electric Water Heater Co., Bussman Mfg. Co., Bested Manufacturing Co., Manning, Bowman & Co., and Line Material Co.

Mr. McGraw has played an active personal role in serving the interests of the electrical industry. He was president of the National Electrical Manufacturers Association in 1942-43, and is now a member of that organization's board of governors.

In the field of public service, Mr. McGraw was a charter director of the American Cancer Society. He is a member of the University of Chicago Council on Medical and Biological Research, and a director of the Chicago Boys Clubs. Long interested in wildlife conservation, Mr. McGraw is president of the American Wildlife Foundation. In 1939 he established a private 2,000-acre game preserve near Elgin, Ill., now widely known as the Fin 'n Feather Club.

and multiple arc lighting. Then came the Nernst lamp featured by Westinghouse and the Cooper Hewitt. This was followed by the change to Tungsten lamps, later called Mazdas. Now we have the present type of lighting, which is still different.

My first connection with the business was as an electrical contractor, but very shortly and before I was 20 years old, I took up the wholesaling of electrical and telephone supplies and equipment. I remember that before I was 20 years of age I took one order for all the poles, wire, cables and other line construction material for 17 automatic telephone exchanges. These were all in smaller towns. If I recall correctly none of them had over 100 telephones.

Later we went into the manufacture of magneto type and the common battery type of telephones in Sioux City, and we made every part of the telephone except the woodwork. Most of the telephones in those days were wall type instruments, and most of our sales were to small exchanges and farm lines. Farm line telephones were the five-bar hand ringing generator type with 1000 ohm bells, and the common practice was to put ten of them on a line. The farm rate for telephone service was seldom over $1.00 per month.

The electric light rates in Sioux City when I first started out were 20 cents per kw. hour, and the current consumption on a 16 candle power lamp was almost 4 watts per candle power. Today the rates probably average about one-fourth of what they were at that time, and the current consumption per candle power would also be about one-fourth of what it was on the carbon filament lamp, with the result that the cost for lighting is only about 6 percent of what it was then.

As one of the earlier electrical wholesalers, I recall that we usually held our Central Division Association Meetings in the Directors Room of the Commonwealth Edison Company. Commonwealth Edison Company were also jobbers at that time, and were represented by Charlie Holmes, who was a very popular member of the Association. I was 20 years old when I joined the Association at the invitation of Billie Lowe, President of the Electric Appliance Company, who was also President of the Association. Charles Edward Brown was Secretary of the Central Electric Company as well as Secretary of the Association, and Franklin Overhangh was supervisor.

Gerard Swope, now Honorary Chairman of General Electric Company, was jobber in those old days and was manager of the Western Electric Company jobbing house at St. Louis, Mo. The General Electric Company were also jobbers at that time, and were represented in the meetings by Frank N. Boyer, Nate Harvey of the Illinois Electric Company, and M. B. Austin at M. B. Austin & Co. were prominent Chicago jobbers. Other members were Frank Bernardin of the B. R. Electric Company, Kansas City, Bert Downs of the St. Paul Electric Company, St. Paul, Eddie Rockefellow of Western Electric Company, now Graybar, G. W. Johnstone of the Western Electrical Company, Omaha; and H. P. Anshus and John C. Schmidhauer of Billing Andrae Sons Company, Milwaukee.

In those days there were price agreements among the jobbers, and if some one cut a price he was fined. If he did not pay his fine he was kicked out, and it was then much harder for him to obtain jobbing prices from the manufacturers. This went on until about 1907, as I remember the date, when the Depart-

ment of Justice got after us. The action of the Department resulted in fining the Association $25,000, and making us disband.

I recall that Conrad Poppenhusen of Chicago was employed to defend the Association. Later on it so happened that he became our general attorney when McGraw Electric Company expanded into the manufacturing business and the public utility business.

A new Association was later formed, and Thomas M. Debevois of New York became General Counsel for the new Association.

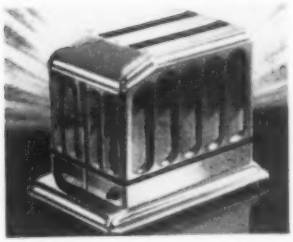
Along in the early 1920's Westinghouse brought out a radio receiving set which we jobbed in substantial quantities. Shortly after RCA was formed, and Westinghouse and General Electric took a position in that company, and we, together with the other Westinghouse distributors, became the first distributing agents for RCA. This business grew very rapidly and it was no time until our jobbing volume had increased from a million to around five million dollars per year, which was the volume we did just before we sold out to Westinghouse.

In 1926 when the McGraw Electric Company consolidated its utilities with those of the Central West Public Service Company I moved from Sioux City to Chicago, and in that same year we sold our jobbing houses to Westinghouse. The negotiations were carried on and completed by my old friend, B. W. Clark, who just retired as president of NEMA and as vice-president of Westinghouse Electric Corporation.

Around the end of 1926 the Waters-Genter Company was offered to us. They had been making a large automatic commercial toaster for restaurant use. The restaurant field seemed to have almost reached the saturation point on toasters, and they had developed a crude one-slice domestic type toaster which appealed to me as something with great possibility. Had it not been for this little toaster I probably would never have gone into the manufacturing business.

This toaster business, I believe, had been offered to both General Electric and Westinghouse, and had been turned down by them for the reason that they did not think a one-slice toaster would ever sell for $12.50, which was the price they would have to charge for it. The flip-flop toasters were then selling for about $5.00, if I remember correctly.

We had good patent protection on this toaster, and if I recall correctly we sold about 80,000 of them during the first three months in the Middle West without any national advertising. We then adopted a policy of spending $1.00 per toaster of our sales in national advertising and that put the pop-up toaster in business in a big way.



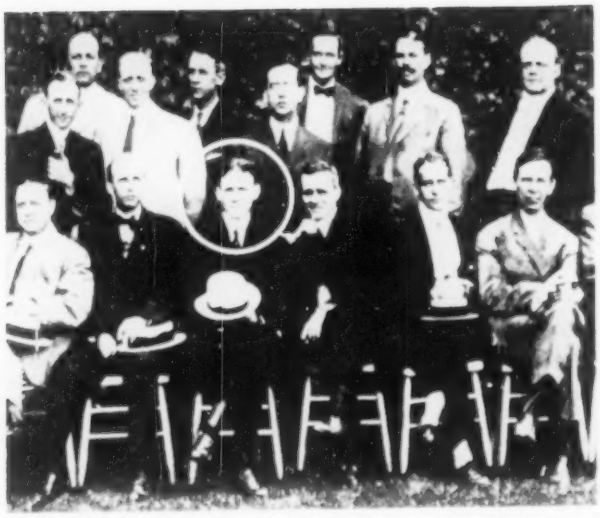
A "Toastmaster" of the early 30's.

One next move was to segregate the utilities from McGraw Electric Company and make the McGraw Electric Company strictly a manufacturing institution. As such it started out with a simple capital structure with nothing but common stock and free from debt, and we have kept it that way for the 21 years since we made the move.

I believe the Bussmann Manufacturing Company was acquired in 1927 or 1928, and the Clark Water Heater perhaps was acquired a little earlier.

When we attempted to put this water heater on the market in a national way the selling expense and the resistance it met with by the larger utilities turned it from a successful commercial operation to an unsuccessful one; in fact, we accumulated an operating loss of one-half million dollars on this item before we gave it up and went to a large tank off-peak job which the larger utilities would approve. Even this type of job met with a lot of opposition on the part of utilities until the depression came along and they were hungry for a load. This is an example of the changes that are continuously going on in this great industry of ours.

Fifty years doesn't seem like a very long time to me, but when I stop to think of all the changes that have taken place in that time I wonder what will happen in the next fifty years. I think the expansion will be tremendous, and that the business will have a promising future.



The author as he appeared when attending a meeting of the Electrical Supply Jobbers Association at Niagara Falls in 1907.

America Revisited—or:

By Harry Riley, Director
John Riley & Son, Ltd.
Sheffield, England

SHEFFIELD, ENGLAND.

AN INVITATION to visit N.A.E.D.'s Annual Convention with an expected attendance of 2500. The opportunity of meeting once again a grand and hospitable group of fellows. The sure knowledge that information useful to me as a distributor would freely be given. The answer obvious: C'MON LET'S GO!

Looking back in retrospect, was it worth it? Emphatically Yes, for two fundamental reasons.

First, as I expected, I learned a great deal from my visits to the premises of distributors and from the Convention, much of which I hope to make available to my business friends over here.

Second, that in my conversations and also brought out in two of the Convention addresses, I had the impression that there exists in the U.S. a general lack of knowledge of the trading structure in Great Britain, so far as concerns wholesale distribution of electrical products.

It will be my aim in this article to give an explanation of the broad principles operating here, which may help to an understanding of some of our operations and problems.

My schedule took me from New York to Toronto to meet once again a group of the distributors of that city, and to take in the International Trade Fair. One pleasing feature to show we are not all dead from the neck up, a member of our Wholesalers Federation, who has an important division specialising in electrically operated machine tools, had one of the largest stands in the Canadian Fair where he was doing good business in the products of several manufacturers.

The round trip on to the Convention gave me the opportunity of visits with a number of your distributors in Chicago, Cincinnati, and Pittsburgh. The impression I had in my previous visit was confirmed, that where your units are big, they are really big, and I was lost in admiration at their sheer physical size, and volume operation.

What I am not so sure about is the need for the intense and intricate devotion to statistics and detail, and I wonder whether the manpower necessary to carry this out is justified in the actual resulting benefit. I fail to see the value of costing a few screws of a few cents total value, into purchase price, selling price realized, and gross profit. I actually saw this example, and the system de-

In an article published in the November 1949 issue of ELECTRICAL WHOLESALING Mr. Riley discussed some of the operating problems encountered by an electrical wholesaler both, before and after Nationalization of industry and business, more or less, became the policy of Great Britain's present Labor Government.

Since then Mr. Riley has revisited Canada and the United States for the purpose of making a more extensive study of electrical wholesale distributing practices and problems.

On his swing through North America, Mr. Riley visited numerous wholesale establishments, large and small, chain or independently owned, in widely differing sections of the continent.

By special invitation from its Board of Governors he topped off his tour with attendance at the National Association of Electrical Distributors annual convention at Atlantic City, June 12th to 16th, 1950.

Mr. Riley summarized his observations at the end of his tour in a letter to the editor under the title "America Revisited," which letter we are publishing here with his permission uncensored and unchanged.

We thank Mr. Riley for his cooperation and compliment him sincerely on not merely having done an excellent reporting job but more particularly on having contributed several acute observations and interesting comparisons that will, we are certain, receive serious consideration in the right quarters.

The EDITOR

Electrical Wholesale Distribution—Appraised By A British Wholesaler

manded it, no flexibility on small items below a given value being permitted.

Taking a comparison of relatively equal volume establishments here and in the U.S., it is my belief that generally there is a distinct similarity in internal operations. Your distributor is more prone to specialized systems and machines, but this is probably due to the relative ease of obtaining machines in the U.S. Delivery of these over here in Britain is the order of 2 years, and even this is an improvement in the position which obtained some little time ago. A large number are imported from the U.S. and the dollar shortage has a pronounced effect.

It seems that the greater divergencies lie on the sales side, and I met quite frequently an impression held by U.S. distributors that we in Britain work in a completely closed economy, or closed shop, with all equal prices for a given type of article. Further, that such an economy bolstered up the weak manufacturer and the weak distributor. Let me explain the general working here in an endeavor to dispose this fallacy.

The Fair Trading system is not unknown in America, for certain items of merchandise, though relatively few in number, are sold under Fair Trade regulations, but even these may not have nation-wide coverage, as not all States have legislated for Fair Trade pricing.

A good many years ago, there was set up in this country an Electrical Fair Trading Council

Harry Riles

(E.F.T.C.), with deliberations restricted to the home market. It may be approximated to the Parliament of the industry, in that all the associated manufacturers interested in the products scheduled in the E.F.T.C. "Policy," the distributors (E.W.F.) and the electrical contractors and retailers, are represented by their constituent associations.

The big operative difference is that a Parliament makes laws, whereas the E.F.T.C. is merely a recommending body. Its recommendations are made with the approval of all members of the Council, but it is then left to the Council members of the constituent associations affected, to take the matter to their respective groups, who may implement the ruling, or reject for particular reasons.

The Fair Trading Council and particularly its printed issued Policy, have been a distinct asset in dealing with Government Departments, notably in the early war years in reference to the setting up of various controls. A surprising thing about the Policy, is its increasing acceptance in the Industry by the non-associated manufacturers and Wholesalers.

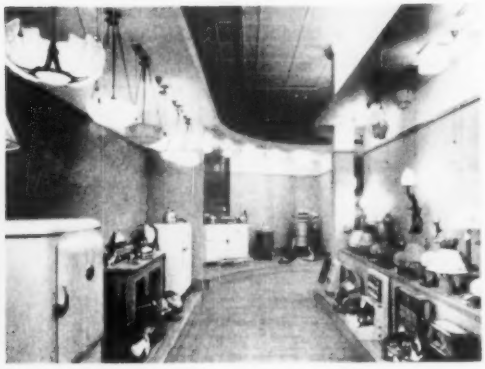
There exist in this country many groups of manufacturers, bound together in "Associations," for the regularisation of trading conditions to their particular type of product.

In America, I find a generally mistaken belief that these associations fix and maintain the list price of every item coming within their orbit of operation. This is not their function, except in the two cases of Electric Lamps (E.L.M.A.) and Insulated Cables (B.C.M.A.). Otherwise those, each manufacturer is perfectly free to establish his own list price for each of his products.

What the Associations do, is to fix that certain types of user shall have a stated discount from the individual manufacturer's list price, whether sold to him by distributors or manufacturer, and that to the same user, the same discount will apply to similar products of any manufacturer within the association. As an example the list price of one maker's standard 5 ft. fluorescent trough may be $20; that of another maker $25. On either fitting a contractor would receive a common discount of 25 per cent.

In Britain, under our system of a price-maintenance economy **the Fair Trade principle applies to the majority of electrical products**, as against the minority. Distance from the Factory or the dis-

Typical Showrooms of Electrical



initiative point is not regarded as a matter for amendment of the price, as the maximum haul is of the order of 200 miles, and new goods are likely to travel such a distance. The absence of any differential carriage rates due to length of haul makes relatively simple the first basic principle, that with consumer goods, the price paid by the consumer is the same no matter in which town or village he may live, throughout Great Britain and Northern Ireland.

The association of which we form is a member, the Electrical Wholesalers Federation (E.W.F.), is the only organised body representative of the electrical distributor. It embraces the cream of the industry, and has 198 members having some 400 distributive outlets.

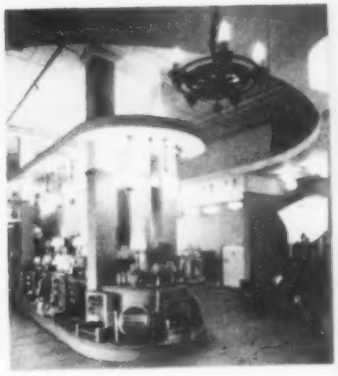
It also is pledged to organised trading, and in its dealings with the manufacturing associations, **will negotiate an agreement on discounts (not prices) which when finalised, is available to member and non-member alike.** It seeks to be a cog in the system whereby all with a stake in the industry, secure a reward commensurate with the services rendered.

A further misconception as to our structure is the belief that each and every group embraces all manufacturers of a particular product, thereby establishing monopoly conditions. To my knowledge, not one single group is so self-contained. In all cases, lamps, cables, lighting fittings, accessories, appliances and the rest of the gamut, there are independent or non-associated manufacturers not bound by the discount systems of the groups, and whose power structure affords open competitive conditions.

Now for that matter, since E.W.F. seek to obligate its members to the groups. In effect it says to its members, if you desire to sell "Associated" products, we have negotiated for you an equitable agreement on terms, but if you wish to sell outside these groups, you will, in general, negotiate your own buying terms.

In some cases the distributor declining to sell association goods, is tied to the products of that particular group, in others this is not the case, but with these latter several groups are currently endeavouring to secure such a reciprocal agreement. Quite obviously, the distributor's reaction to this is influenced both by the quality and the numerical strength of the manufacturing group. At the moment, the

Wholesale Distributors in England



only restrictive agreements in operation are 4 in number, being E.L.M. (Lamps), R.C.M.A. (Rubber Insulated Cables), A.S.C.M. (Rigid Conduit), E.D.L.A.C. (Discharge Lamp Auxiliaries).

Certain of these groups seek to bind the ultimate purchaser to a sole use of their own products, by the giving of a fidelity rebate on annual purchases, which may, or may not, come from their distributors margin. As examples, with lamps and cables the rebate is paid by the manufacturers. In certain cases, cable and rigid conduit being examples, a similar further discount concession is given on volume of annual purchases, this coming out of the distributor's margin.

With very few exceptions of goods sold at an "ex works" price, the general run of electrical products handled by a distributor, are delivered to his depot by the manufacturer, carriage free, so long as he orders in quantity exceeding the minimum laid down, usually of the order of $40 (pre-war $20). For an order below these nominal limits, a carriage charge would be added, usually absorbed by the distributor out of profits, to leave him in equivalent price competition with his competitor ordering in reasonable quantity.

Personally I am a wholeheartedly supporter of the association method of control. I believe that the user pays a fair price for the product, and that the firms in the pipe-line (manufacturer, distributor and retailer) secure a fair reward.

Competition between individual manufacturers in each group means ceaseless research for the betterment of the product, while the fair-pricing structure reasonably ensures that fair wages can be paid to employees.

Unfettered open competition with no price stabilisation usually means that in time of full supply and indifferent trading conditions, a price war is soon developed, profits gradually approach nearer the zero mark, fair wages become a thing of the past, research suffers, and ultimately the quality of merchandise is lowered, and soon the ugly head of bankruptcy is seen in various parts of the business community.

Under fair-trading regulations, there is ample scope for the live distributor to get ahead. Fully adequate and varied stocks, an adequate sales force, a better and speedier delivery service than the next man, dealer assistance in presentation, sound technical knowledge helping the "sell" a project as distinct from "handing it over," and probably not

BRITISH warehouse operations are similar although American distributors have more specialized systems and machinery.

DESPITE THE FACT that the delivery of machinery may take two years, some offices in England are well-equipped.

the least—internal organisation groomed to save that value commodity—the customer's man-hours.

Let it be assumed that under our system everything is a bed of roses. I hasten to add that we do at times find the man who chips in with a bit of extra discount, usually a sign of his own business inability. On proof of malpractice being secured, we have various means of discipline varying from a financial penalty to cessation of supplies.

Currently, we have a further problem to which I specially draw the attention of my friends of North America.

As you know, we have various Nationalised Industries brought into being by a Socialist Government. Top level negotiations regularly take place between these bodies and the manufacturing groups, the Industries endeavouring to force a discount concession equivalent to the Wholesale distributors entire margin, and thereby freezing him out of participation in their business.

Unfortunately, some of the groups obsessed by the volume potential of the Industries, seemingly oblivious to the fact that the merchandise must still be distributed over the entire country, and (in my view mistakenly) somewhat afraid of the powers of the Monopoly Commission, have gone a long way towards meeting the demand, and even in certain instances all the way.

It will be appreciated that there is close collaboration between the Nationalised bodies, and the terms fixed to any one of these are rapidly communicated to others. They fight for equal recognition on quoted prices, not on account of individual potential volume, but simply on the basis of being nationalised. A recent demand is for a favoured nation price, based on hypothetical annual volume of purchases, irrespective of the extent of each individual order, and irrespective of the number of places to which that order, or parts of it, are to be delivered.

With but the merest trace of exception, manufacturers sell not only the distributor, but also the Nationalised Bodies, the Industrial user, the contractor, and the retail outlet, a matter which can lead to long and acrimonious argument on wasted man-power and increased distributive costs.

As the manufacturer's price to any given user is exactly as that of the distributor to the same consumer, the distributor must rely on his superior service to sell the product, allied to his vast range of goods to fill a comprehensive order.

Here the U.S. distributor has a most important advantage. A large number of manufacturers sell their products *only* through the distributor, which at one stroke much reduces the competition to be faced, and gives a vital volume increase to sales.

Never in Britain have I heard such a manufacturer "boost" given the distributor, as at the N.A.E.D. Convention. George F. Smith of Norge, R. Stafford Edwards of Edwards and Co., Inc., and N. J. MacDonald of Thomas & Betts Co., Inc., all were at pains to stress the advantage of the manufacturer selling only through the distributor.

In Convention Booth Hall, I talked to a prominent manufacturer of industrial lighting fittings. He confirmed that sales were made only through the distributor. I asked him to sell that idea to the company in Britain bearing the same name and selling an identical product, but with, I fear, little success on my part.

Again, in a number of lines you have consignment stocks, lessening your capital needs and fluctuating price risks. Such stocks and benefits do not exist over here, with the odd exception of a distributor who is an agent tied to a particular manufacturer.

There was much with which I agree in the Convention address of Dr. Edward F. Willett, on a national basis, but I can assure you that the electrical distributor here still is keyed to private enterprise, risking his money, using his brains, improving his operations, and does not "surrender his enterprise to Socialism," though he may suffer a measure of compulsion.

Straightforward competitive conditions we are used to and expect to continue.

Nationalisation brings a different set of problems, as shown in part of this article, conditions bringing unfair and uneconomic competition. It can spread like a disease, and I suggest that the Legislation of the great U.S.A. already harbours a lusty infant offspring of this unwelcome parent.

With due deference, I suggest that you give your deliberations to this "enfant terrible," and if in your wisdom you decide to strangle it, I feel sure there can be no other verdict than justifiable homicide.

LOCATION at the hub of southern California's main arterial highways puts the new facilities of Graybar—Los Angeles and its salesmen within a few minutes of the many spread-out communities that comprise the market area.

When Good Selling Gets Backing With Modern Service Techniques

By Howard Emerson

THE salesmen of electrical supplies distributing concerns will be better able to provide a continuing service to their customers than they were during the years of World War II, if the present "50-percent war" should be followed by a full scale operation. Should a heavier mobilization cut down the number of salesmen, and an increase in military preparations pull more of the available salesmen's time toward such customer service work as expediting and consulting, a big help to the industry will be the many great improvements that most whole-

CUSTOMERS visiting Graybar's service counter are exposed to much of the firm's lighting stock. Several makes of fluorescent fixtures provide general lighting, while a dozen incandescent models on display serve to light the counter.

salers have made in their product displays and in the use of modern materials handling equipment.

Not only have most distributors redesigned city counters, product displays, store bins and warehouse arrangement on the basis of lessons learned during the shortages of experienced manpower in the war years, but many have gone to the extent of building new offices and warehouses designed from the beginning for efficient operation and maximum service to the salesmen's customers.

Lessons Learned During World War II Helps Salesmen

Should salesmen again find themselves functioning under a full-scale war economy in which they will again be called on to provide their invaluable assistance to contractors and industrials as these customers join in the war effort, orders, records and stock will be handled more satisfactorily than in 1941-45.

Such post-war improvements as modern inventory systems, stock control records, and billing methods coupled in each case to new style electric office machines will keep many a salesman's war orders from getting lost or delayed in paper form.

New warehouse arrangements, new storage equipment, and power equipment for materials handling will speed the salesman's orders to the delivery trucks. The improvements in displaying lighting equipment, wiring devices and appliances will do a self-selling job to supplement the salesman's work and enable him to do a more efficient job when he shows his products to his customers.

A Carefully-Planned Building

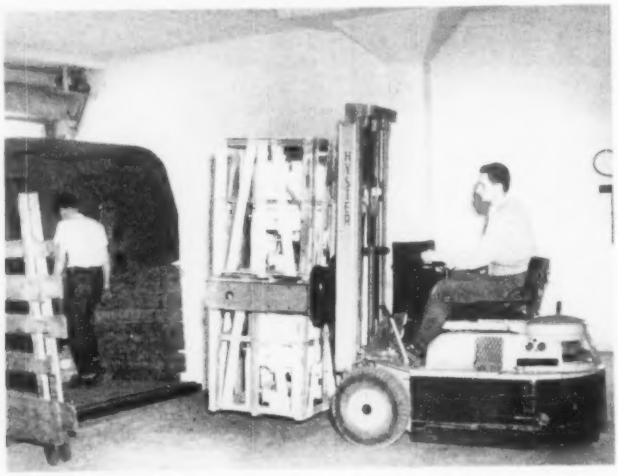
One of the many outstanding newly-built wholesaling houses in the country is the office and warehouse of Graybar Electric Co. in Los Angeles, which went into operation this year. Under district manager H. T. Harper and sales manager S. W. Scott, the new 80,000 sq. ft. building represents not only the thinking of those who operated Graybar—Los Angeles during the war and post-war years, but also the experiences of executives elsewhere in the 105 branch chain and in the home office. District operating manager Edwin Black toured the country to pick up ideas to incorporate in the design.

Many of the features of Graybar Los Angeles that will enable salesmen there to give better service to their customers while maintaining volume, are shown in the accompanying series of ELECTRICAL WHOLESALING pictures.

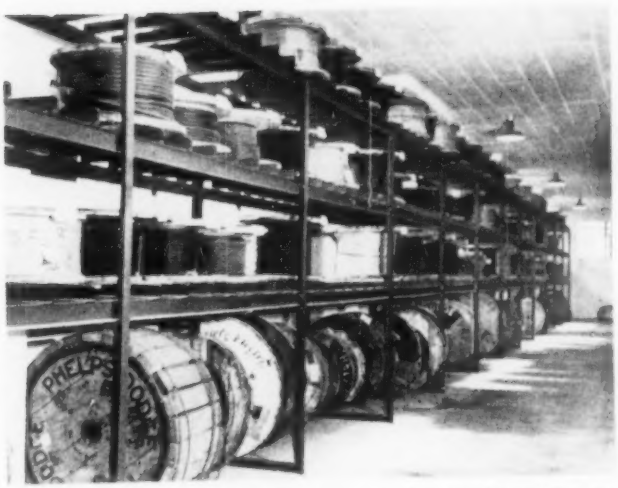
Pneumatic Tubes, Intercommunication Equipment Saves Time for Salesmen

Features not shown in the pictures include a plant-wide electric pneumatic tube system which conveys the salesman's orders promptly to the right spot to be filled without lost time or motion. A plant-wide intercommunication system plus a public address system permit immediate location and communication with any employee or customer-visitor. A special, rear parking lot for employees solves a serious problem for the driving-to-work staff, and at the same time insures sufficient space in the two front parking lots for customers.

GRAYBAR'S electrical housewares salesmen are aided by this appliance display, while lighting fixture salesmen have a display of several more store fixtures.

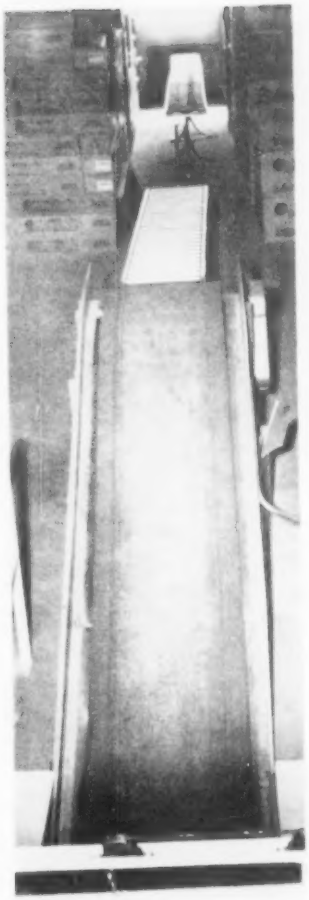


LIFT truck which utilized "grabber arm" instead of using pallets was selected by Graybar-Los Angeles. Truck ramps are flush with warehouse floor.



METHOD of placing wire and cable reels on racks that extend to ceiling stores in 410 square feet of floor space that formerly required 4,000 square feet.

WIRE orders are quickly filled with this equipment. In use is an electrical winder and counter. In foreground is a portable rig to hold full reels of cable.



MINIMUM handling of light stock is facilitated by the above conveyor.

ON those calls when customers must see the boss, they head for the office of district sales manager S. W. Scott.

DESIGN of new building was supervised by Edwin Black (facing camera), who serves as district operating manager.

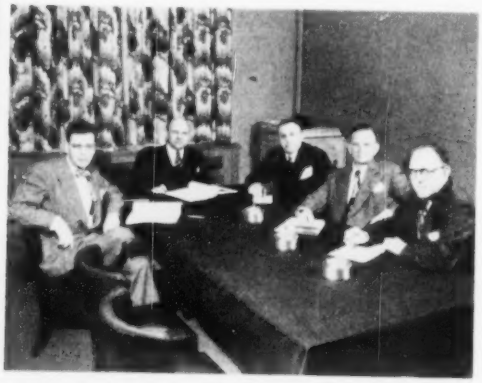
Electrical Wholesaling's CAMERA CLICKS

At New York City

RECEPTION ROOM

A truly modern look is outstanding at the new home of Gross Distributors, Inc., wholesale appliance distributing firm of New York City. Need for greater facilities forced the concern out of its previous quarters. Gross purchased a building on West 14th Street that formerly housed a cosmetic manufacturing firm and converted it into a streamlined distribution plant.

TELEVISION SHOWROOM



EXECUTIVES of the company gather in the conference room. From left to right, they are: Robert A. Gross, executive vice president; Benjamin Gross, president; John G. Wolfe, treasurer and operations manager; Blyss R. Gates, general sales manager; George F. Bart, advertising and merchandising manager.

OPERATIONS DEPARTMENT

Discount Houses vs. Fair Trade

Often called the termites of Fair Trade Agreements, the discount houses have carried on their destructive practices successfully in every major marketing area – often aided by the local distributors of Fair Trade lines. Mr. Culbert states the case clearly and suggests what can be done about it – legally and otherwise

By C. P. Culbert

Vice President in Charge of Sales
Sues, Young & Brown, Inc.
Los Angeles, Calif.

My invitation to participate in this meeting contained a sentence which read: "Your subject for the evening will be 'What the Discount Houses Are Doing to Fair Trade Prices and How to Combat Them.'" I don't have to tell you "what they are doing to Fair Trade prices" but I will try to tell you "how to combat them." Before you find out for yourself, let me tell you: I am not an authority on Fair Trade, and I am not an attorney. What I am about to say is just one man's opinion—mine.

Legal Authority

Fair Trade pricing agreements were legalized by the United States Congress when it passed the Miller-Tydings Act in 1937, as an amendment to the Sherman and Clayton Anti-Trust Acts.

California was the first state to enact a Fair Trade law, back in 1931, and it was followed by forty-four other states.

Today every state in the Union has a Fair Trade price law, except Missouri and Texas.

Fair Trade pricing is legalized by the Business and Professions Code of the State of California, effective September 13, 1941, in Part 2, Division 7, Chapter 3. This code incorporated the Fair Trade Statute of 1931.

This is not a criminal law, but an Act of the State Legislature authorizing price fixing vertically, between manufacturers, or between wholesalers, or between retailers, but not horizontally between manufacturers or between wholesalers, or between retailers.

Relief against violators is provided in the form of a civil action. Important extracts from the Fair Trade Act of the Business and Professions Code of the State of California include the following paragraphs, and I quote verbatim therefrom:

16902. (a.) No contract relating to the sale or resale of a commodity which bears the label or container of which bears the trademark, brand or name of the producer or owner of such commodity and which is in fair and open competition with commodities of the same general class produced by others violates any law of this State by reason of any of the following provisions which may be contained in such contract:

(1.) That the lessee will not resell such commodity except at the price stipulated by the vendor.

(2.) That the vendor or producer require the person to whom he may resell such commodity to agree that he will not, in turn, resell except at the price stipulated by such vendor or by such vendor.

(b.) Such provisions in any contract imply conditions that such commodity may be resold without reference to such agreement in the following cases:

(1.) When fleeing (?) the owner's store for the purpose of discontinuing, delivering any such commodity.

(2.) When the goods are damaged or deteriorated in quality, and notice is given to the public thereof.

(3.) By any officer acting under the orders of any court.

16904. Wilfully and knowingly advertising, offering for sale or selling any commodity at less than the price stipulated in any contract entered into pursuant to this chapter, whether the person so advertising, offering for sale or selling is or is not a party to such contract, is unfair competition and is actionable at the suit of any person damaged thereby.

This concludes any quotations from the California Fair Trade Act.

Civil Action

Civil action may be instituted against the offender for temporary restraining injunction, for permanent restraining injunction and for damages.

Fair Trade Agreement

A manufacturers' Fair Trade Agreement becomes effective as soon as it has been signed by one retailer in the State of California, and it is then binding upon all sellers, whether they be so-called discount houses, liquidators, retailers, or other types of sellers.

Importance of Fair Trade Pricing

Fair Trade pricing is important to manufacturers, distributors, retailers and consumers.

It is a protection against "grey" merchandising, protects and preserves fair competition, and is an safeguard against monopoly.

No article can be put under legal minimum price protection unless it is identified by a brand name or trade-mark and is in free and open competition with other articles of the same general use and character.

Fair Trade preserves quality and

sales because manufacturers cannot afford to cheapen their product, nor can they afford to overcharge in a competitive market.

In test after test, Fair Trade laws have stood up under attack in lower courts, state courts, and in the Supreme Court of the United States.

Fair Trade pricing is important to manufacturers, distributors, retailers and consumers—and it justifies their continuing, active support and enforcement.

Discount Houses

Discount houses are not in business for any high and mighty motivation on their part to fight any honest battle for lower prices for consumers.

Their very existence depends in a large measure upon Fair Trade Pricing and the laws related thereto, which they so flagrantly violate.

Remove that prop and most of them could not for long afford to remain in business.

Price cutting of fair traded, nationally advertised brand merchandise is too frequently a "come on" for over-pricing other sub-standard, off brand, poorer quality merchandise.

Some discount houses issue "membership cards." Too often the prime requisite for membership is that "you are alive and breathing."

Another "gimmick" is the "donation to your favorite charity," and you guess that favorite charity could be the purchaser himself.

It is difficult for me to understand the reasoning of certain immediate groups, which on the one hand negotiate higher wages from manufacturers, and on the other hand form a lawyers' league to obtain the merchandise of those same fair traded manufacturers through discount houses.

And I am supported in my opinion on this respect by Einar Mohn President of the Joint Council of Teamsters of the American Federation of Labor, in the May 19th issue of their publication "Southern California Teamster." He is quoted as saying: "There could be a great deal of danger from any set-up whereby union people were getting discounts and in turn trying to better wages, hours and conditions."

And he could have added that "These practices followed by such groups are in direct violation of the California Fair Trade Act."

Discount houses, and other price violators, who sell fair traded merchandise below legally established list price in the mistaken belief that Fair Trade pricing laws apply only to those retailers who depend upon advertising, merchandising, and service, who must make their full and fair profit margins must be vigorously policed and prosecuted to force compliance with this law of the State, enacted for the protection of legitimate business men and the general public.

No man is so big he can ignore the law, nor so small he cannot demand its protection.

Small Business

Probably as high as 90 percent of the retailers of television, radios, major appliances and electric housewares comprise what is referred to as "small business."

They are dependent for their very existence upon a fair profit and a fair return upon their investment.

To build their business, they must invest in the merchandising fundamentals and techniques of advertising, display, demonstration and service.

They must not be forced to close their doors and lose their investments and their savings by a small group, probably no more than 5 percent, who operate in open violation of the law.

We cannot let these "five percenters" ruin your business and mine.

How to Combat

The burden of enforcing compliance with the California Fair Trade Act falls upon the manufacturer, who must have the support and cooperation of distributors and retailers.

There is a wrong way and a right way to combat price cutting. The wrong way is to imagine yourself as a crusader and take it upon yourself to clean up the situation single handedly, by threatening the manufacturer, advertising cut prices, getting yourself into legal trouble, and trying to destroy a pricing structure designed for your benefit and profit.

The right way is to gather all possible supporting data on the alleged violation, pass it along to your distributor or manufacturer and request prompt, legal action to enforce immediate discontinuance on the part of the violator.

Most manufacturers and distributors are sincerely and genuinely interested in protecting their products and their markets against the ruinous effects of fair trade price violations.

The wheels of justice move slowly, but there is no substitute for orderly legal processes.

After you have turned over your complaint to your distributor or manufacturer, these time-consuming legal steps are necessary:

(1) The manufacturer must make a thorough investigation of the facts and obtain legal evidence of the violation.

(2) He then endeavors to get the violator to voluntarily refrain from further price cutting and to maintain fair traded list prices.

(3) Failing in this, he turns the evidence over to his attorneys to obtain immediate temporary restraining injunction, then to proceed to trial to obtain permanent injunction and monetary damages.

My position with respect to price violators was clearly outlined while I was western sales manager for an electrical appliance manufacturer, where I aggressively investigated reported Fair Trade price violations on our products, and had legal action taken to enforce discontinuance and compliance.

In my present position as vice president of a local distributor, I propose to do everything possible within my power to support enforcement of, and compliance with, the California Fair Trade Act.

And I'm in the good company of many manufacturers and distributors who feel, think, and act along the same lines.

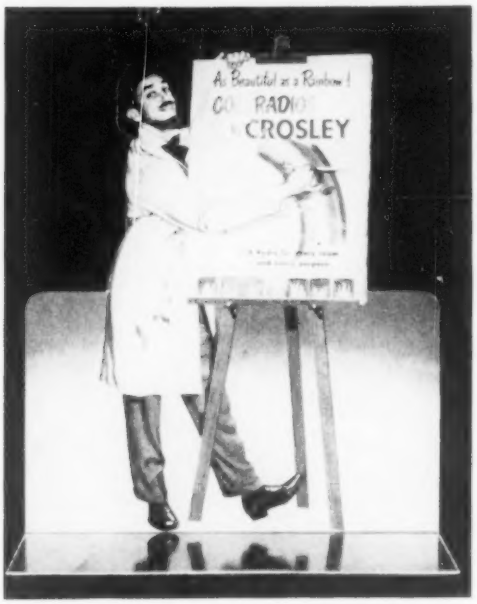
This is my philosophy. If you approve of these principles, then evidence it by supporting those manufacturers and distributors who deal straight, play fair, price fair and sell fair for your benefit.

One of the blessings of living in this country is that no retailer is forced to do business with any manufacturer or distributor who neglects to keep his house in order.

YOU CAN CHOOSE THE COMPANY YOU WISH TO KEEP!

This address was delivered recently by Tony Ito, Homecrest Club of Southern California.

Make Sure Displays Are At Work Selling For Dealers—And You



RADIOS. Operating on a flashlight battery, this 8-color motion display is designed for window and counter use. Scored shelf in front of "artist" holds number of radio sets. Crosley Division, Avco Mfg. Corp., Cincinnati, Ohio.

ELECTRIC HOUSEWARES. Shown above are two displays that can be used individually or as a single unit. One features a 64-in. Santa Claus; the other is a merchandiser "sleigh" which holds appliances. Landers, Frary & Clark, New Britain, Conn.

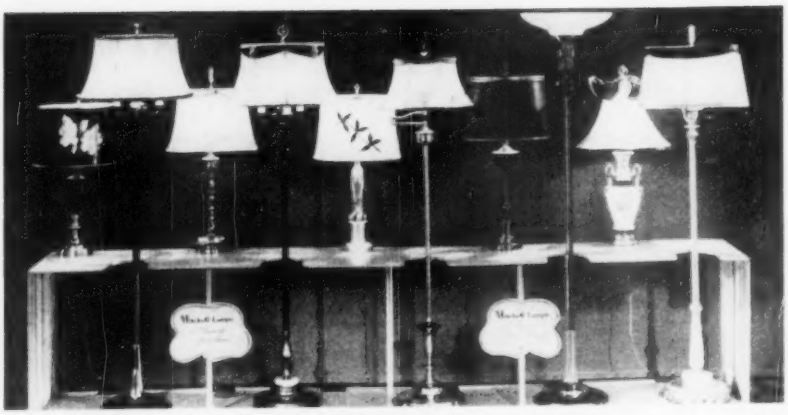
FROM manufacturer through wholesaler to retailer, the journey of a product is swift and sure; like the famous Tinker to Evers to Chance baseball combination, it spells a double-play. But the second portion of a product's journey—from retailer to ultimate consumer—is travelled at a slower pace. A product may languish on a dealer's shelf for months or more before being exchanged for a consumer's dollar.

It is this "throw to home plate" that should very much concern the electrical wholesaler's salesman. For as he well knows, it's in the stretch between retailer and consumer that even the best-thought-out sales campaign is in the most danger of striking out.

Consequently, anything that helps to build retail sales is a valuable tool; particularly anything that also acts to bolster the selling ability of retail clerks. These and other merchandising missions are accomplished by display material—properly used display material, that is.

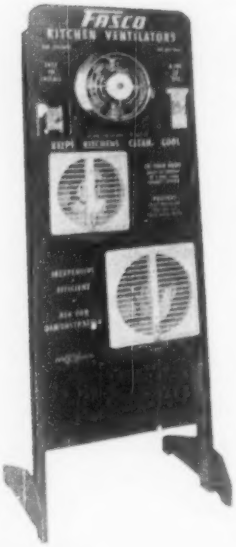
The dealer who does not fully utilize the services of display and point-of-sale material is passively allowing

LAMP. Package for newly-developed 150-watt lamp for kitchen use designates its contents as "Kitchen Lite." Carton also lists other places to use lamp in home. Sylvania Electric Products, Inc., New York 19, N. Y.



FLOOR AND TABLE LAMPS. Occupying ten feet of floor space, this display is designed to be a complete lamp department "package." It consists of a wooden display, completely wired and finished in green, and ten assorted floor and table lamps. Mitchell Manufacturing Co., 2525 Clybourn Ave., Chicago 14, Ill.

FLASHLIGHTS AND BATTERIES. Hung in place with two screws, this wall merchandiser holds three flashlights, protected by pilfer-proof rings, and 24 batteries. The merchandiser is a wire rack which measures 35 inches high by 27⅞ inches wide by 4½ inches deep. Olin Industries, Electrical Div., New Haven, Conn.



KITCHEN VENTILATORS. Over five feet high, this demonstrator display is a complete walk-around and mounts three ventilators. Fasco Industries, Inc., Rochester 2, N. Y.

the competition to get a jump ahead of him. It follows that the wholesaler's salesman who doesn't convince his retailers to make the fullest possible use of displays is losing an appreciable portion of his volume.

When new display material is available, the wholesaler's salesman should follow one of two courses. Deliver it to the dealer and help him set it up or have it delivered and then contact the retailer as soon as possible after delivery to make sure that correct use is being made of it.

The wholesaler's salesman who adopts this personal approach to the handling of dealer displays shows himself to be aware of a fundamental dollar-and-cents fact: That his own return is largely dependent on whether the display does the effective selling job for which it was designed.

FLASHLIGHT LAMPS. This counter or wall merchandiser displays 100 flashlight lamps on a 10 by 12-in. cardboard. Each flashlight lamp is identified by number on the merchandiser. Lamp guide accompanies the merchandiser. Westinghouse Electric Corp., Lamp Division, Bloomfield, N. J.

IRON. This demonstration package includes an illuminated display in full color, and demonstration and give-away handkerchiefs. Landers, Frary & Clark, New Britain, Conn.

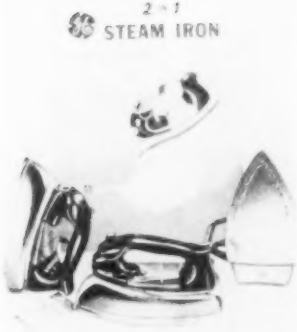
POCKET FLASHLIGHT. Twelve chromium-plated pocket flashlights are packaged on a display card (above) or individually gift-boxed for the holiday season. Burgess Battery Co., Freeport, Ill.

ELECTRICAL TAPE. Counter display carton serves as package for 24 rolls of ½-in. wide by 150-in. long electrical tape. Pictures on carton illustrate uses of tape. Van Cleef Bros., Inc., Chicago 19, Ill.

BELL TRANSFORMER. Made of wood, this 3-color display with model of bell and chime transformer is 9-in. high with a 5½-in. square base. The Rittenhouse Co., Honeoye Falls, N. Y.

FLUORESCENT SUN LAMP. This die-cut, multi-colored counter and window display is cut out and scored to fit snugly around portable fluorescent sun lamp. Leader Electric Co., Chicago 18, Ill.

LAMPS. This wire counter merchandiser occupies just over one square foot of space and holds 31 three-lamp cartons. Westinghouse Electric Corp., Lamp Div., Bloomfield, N. J.



STEAM IRON. Lights flash on and off with alternating descriptive captions on this flasher display. General Electric Co., Bridgeport 2, Conn.

FANS. This corrugated container for residential fans features three colors: A yellow background plus bright red and blue. Berns Mfg. Corp., Chicago, Ill.

CORDS, OUTLETS, SOCKETS, ETC. Constructed of steel, this counter merchandiser comes with 232 items. A. H. Massey, Inc., Stratford, Conn.

Auto Production Runs Smoothly With Help From Electric "Brains"

ELECTRIC "brains" help control many of the complex operations of automobile production.

Assembly lines, for example, now operate with such precise coordination and timing that manual controls prove inadequate. Some manufacturing operations are too complicated and fast-moving for the human mind and eye to follow.

Ingenious electronic control and calculating devices, however, keep things running smoothly in the modern automotive plant. While these so-called electric "brains" are no substitute for human intelligence, they relieve production men of many routine, but knotty administrative problems.

Electric "brains" operate certain machines, sometimes entire production lines, almost automatically. They gage or inspect finished parts with hair's breadth accuracy. They protect employees by operating automatic safety mechanisms. They perform difficult sorting, counting or mathematical feats in a fraction of the time required by human beings.

Final assembly lines are controlled by elaborate panels of buttons, switches, dials and lights, that keep scores of inter-related conveyors operating as a single, synchronized machine. A master control panel is located in the plant manager's office, where the complex movement of parts, materials and semi-finished vehicles is kept under constant supervision.

One assembly plant equipped with such controls contains 42 separate conveyors, 24 on the main line and 18 "feeders," which carry parts and supplies. They measure nearly a mile in total length.

A new car rolls off the final line every 45 seconds, or at a rate of 80 per hour. In addition to the master panel, auxiliary controls are located elsewhere in the plant.

The entire system can be turned on or off by rows of switches on the control panel. Dials and push buttons control conveyor speeds and synchronization.

By watching the panel, a plant manager can keep in touch with the movement of assembly operations without leaving his office. Needle gages indicate conveyor speeds and the rate of output in cars-per-hour at the final line. On one section of the panel, all conveyors in the plant are diagrammed in chrome strips. Lights show the location of any conveyor stoppage.

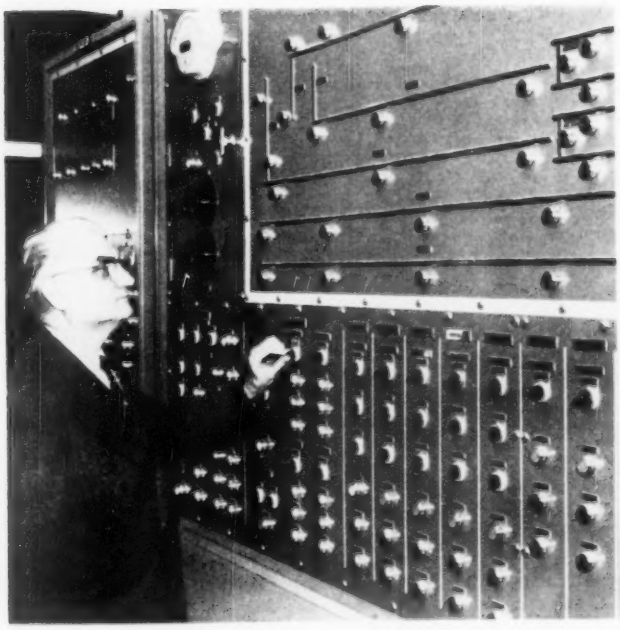
If trouble develops in a conveyor driving motor, an alternate power unit can be switched on from the control panel.

One company recently completed installation of electro-automatic sorting and calculating equipment which digests thousands of varied car orders and translates them into information needed for production control.

This system permits the company to produce a geometric total of 14,000 different combinations of body style, color, trim and accessories. Customers can have their choice of 32 body designs, 15 colors, 30 upholstery fabrics and 21 different accessories. Cars come off the assembly line made to order, according to each customer's individual specifications.

Punched holes in cards control every step in production from chassis to installation of the radio and heater. The electric "brain" handles 6,000 cards an hour, making as many as 60 calculations on each.

Reprinted from "Automobile Facts" published (September 1950) by Automobile Manufacturers Association.



PUSH BUTTON OPERATION—Complicated assembly lines in automobile plant are regulated, synchronized and coordinated by this electric control panel.

NEW PRODUCTS you can SELL

CHRISTMAS DECORATION

This illuminated wall plaque, molded of semi-rigid Vinylite plastic, has a Santa Claus face within a holly wreath. Plaque is lithographed in full color and comes complete with cord and extension plug.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical dealers, department stores, hardware stores, stationery stores, etc. Royal Electric Co., Pawtucket, R. I.

◆

PORTABLE SEARCHLIGHT

This sealed beam power searchlight can be plugged in any 110 volt light socket, and according to the manufacturer, has a low operating cost of less than one cent an hour. The searchlight is approved by Underwriters' Laboratories and is also made for 6-12 and 32 volt current. Plugs for automobile and marine use are available, adding to the light's flexibility. The manufacturer recommends the light for farmers, mechanics, repairmen, mariners, resort owners, etc.

● DISTRIBUTORS' POTENTIAL MARKETS: Electrical dealers, rural and commercial buyers. Unity Manufacturing Co., Chicago, Ill.

STAPLING GUN

A stapling gun for stapling the lightweight thermosplastic remote-control wire to joists, studs, beams, sheathing, etc., has a controlled mechanism that drives the staples to a predetermined depth without damage to the insulation, according to the manufacturer. Wire is fed into the gun through a specially designed channel with tapered end guides. Tabs in this channel keep the wire flat for neat installation.

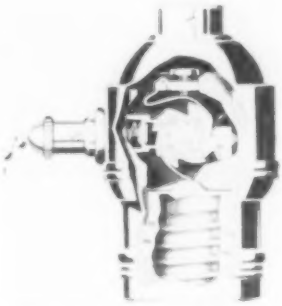
● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical contractors. General Electric Co., Bridgeport 2, Conn.

◆

POWER CONTROL UNIT

Designed to centralize power and lighting switching in one dead-front, free-standing unit, this power control unit consists of a series of vertical rigid steel troughs into which are inserted all types of switching devices. All troughs are connected by continuous power bus which may be fed from the bottom or top of the trough. Individual switchboard units take power from silver-plated, vertical bus bars by means of spring-loaded stabs which are attached to back of units. The standard 18-in. trough mounts circuit breakers up to 600 amps. and fusible switches up to 200 amps., 600 volt maximum. Two larger size standard sections of 22 and 28-in. widths are available for fusible devices up to a 1,200 amp. maximum and for circuit breakers up to 1,600 amps. maximum.

● DISTRIBUTORS' POTENTIAL MARKETS: Electrical contractors. Institutions. Industrial buyers. Trumbull Electric Manufacturing Co., Plainville, Conn.



INDUSTRIAL SOCKET

Illustrated in the above cut-away drawing is this industrial socket which utilizes a "Leviner" switch. Rated at 660 watts, 250 volts, the socket is available with ½-in. pipe thread cap and brushed brass finish. It is approved by Underwriters' Laboratories.

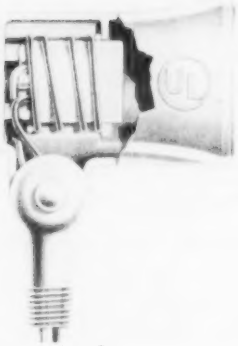
● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical contractors and industrial buyers. McGill Manufacturing Co., Inc., Electrical Division, Valparaiso, Indiana.

◆

FLUORESCENT FIXTURES

This new series of fluorescent lighting fixtures was designed by the manufacturer to provide illumination for offices, schools, stores and other commercial interiors. The series is available for use with all four, five-six and eight-foot fluorescent lamps, including slimline, and low-brightness or starter type. Side reflectors are available, in either Alzak processed aluminum or steel finished with baked white Fluorsite. Units are available with either 40 degree crosswise and 40 degree lengthwise shielding or 40 degree crosswise and 25 degree lengthwise shielding.

● DISTRIBUTORS' POTENTIAL MARKETS: Electrical contractors. Commercial, industrial, and institutional buyers. Curtis Lighting, Inc., 6135 West 65th St., Chicago 38, Ill.



OUTDOOR LAMPHOLDER

This lampholder has been developed for outdoor use with projector and reflector lamps and is made of aluminum alloy, with removable retaining ring for replacement. It incorporates a "floating socket" principle which, by use of a spring, permits the socket to move forward or side to side in an irregular plane. Is available in two sizes, for 150-watt lamps and for 300 and 500-watt mogul base lamps. Listed by Underwriters' Laboratories, Inc.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical contractors, Commercial and industrial buyers. M. B. Austin Co., Northbrook, Ill.

◆

ELECTRIC DRILL

With a recommended maximum capacity of ¼-in. in metals and ½-in. in wood, this electric drill features a Jacobs geared chuck, double reduction gearing, and a heavy duty motor. A two-way trigger switch can be held in operating position by gentle finger pressure, or, when the drill is mounted on a stand, can be locked, leaving hands free to guide work. The drill is approved by Underwriters' Laboratories.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical contractors, dealers, small industrials, repair and hobby shops. Fasco Industries, Inc., Rochester, N. Y.

CABLE HEADS

Made of cast aluminum, a cable head has a clamp of heavy steel and features a large key hole for mounting screw. It has a minimum opening of 3/16" x ½" and a maximum opening of 9/16" x 7/8". Available is a cable head with a minimum opening of 5/16" x 11/16" and a maximum opening of 23/32" x 1 1/16". Both are approved by the Underwriters' Laboratories.

● DISTRIBUTORS' POTENTIAL MARKETS: Electrical contractors, Industrials. Blackhawk Industries, Dubuque, Iowa.

◆

FLUORESCENT FIXTURE

Using two T-12 40-watt fluorescent lamps, this industrial lighting fixture has a 13-in. wide reflector and 5-in. lamp spacing. It is designed for chain suspension, or rigid stem or rod mounting. Knockouts at either end of the channel permit mounting and wiring units end to end in continuous rows. Reflector is finished in white baked enamel.

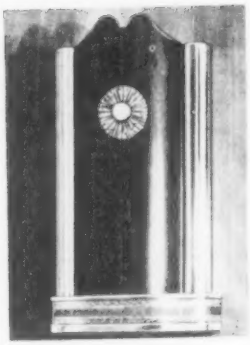
● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical contractors, Industrial applications. Mitchell Manufacturing Co., 2525 Clybourn Ave., Chicago 14, Ill.

◆

GROUND CLAMPS

Two bronze ground clamps are listed by Underwriters' Laboratories, Inc., for use on ½-in. to ¾-in. copper water tube. They are also approved for ½-in. to ¾-in. copper, brass or iron water pipe, and ½-in. to ¾-in. ground rod and pipe. The unit above, which installs with one screw, is for 24 and 26 bare grounding wire. A second unit is for 24, 26 and 28 armored grounding wire.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical contractors. The Thomas & Betts Co., Inc., Elizabeth 1, N. J.



DOOR CHIME

Finished in walnut and brass gallery decoration, this door chime has satin-brass resonator tubes, special brass alloy tone bars, and comes equipped with a radio type control which provides choice of loud or soft tones. It sounds either eight notes, or a different four note sequence for front door and two different single notes for rear and side doors.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical dealers and contractors. NuTone, Inc., Madison and Red Bank Roads, Cincinnati 27, Ohio.

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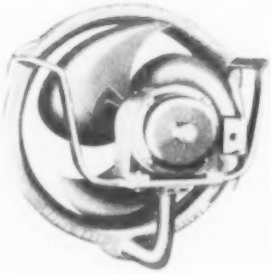
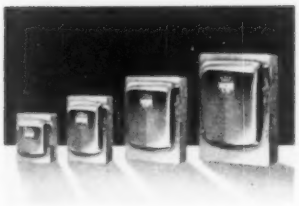


EXPLOSION-PROOF FAN

Features of this explosion-proof propeller fan include a balanced aluminum propeller fan wheel, a ball-bearing explosion-proof motor, and a cast aluminum fan frame with streamlined air inlet. Eight models are available with one phase and three phase motors. All sizes are suitable for horizontal or vertical operation, according to the manufacturer.

● POTENTIAL MARKETS: Electrical contractors, Industrial and commercial buyers. Recommended by the manufacturer for use in such places as oil refineries, paint shops, chemical plants, dry cleaning establishments, etc. Ilg Electric Ventilating Co., 2850 N. Crawford Ave., Chicago 41, Ill.

When Writing Mention **ELECTRICAL WHOLESALING**



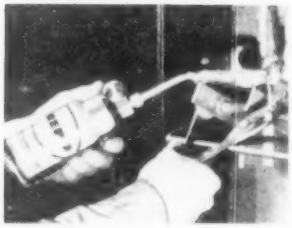
SWITCHES

A 100 and 200-amp. safety switch line includes switches for heavy duty industrial service. These incorporate the following features: Full cover interlock that locks the switch "on" or "off"; cover can be locked with one, two, three or four padlocks of varying shapes and sizes; current carrying parts are silver-plated; line terminals are dead-front, protected by a hinged arc chamber; mechanism with no dead center acts to assure quick make and break action; jaws and fuse clips are steel reinforced; non-tracking insulation is used in base; insulating cross bar is formed of melamine; pressure connectors are removable, permitting the use of solder lugs where preferred. Switches for standard industrial duty and general purpose duty are similar in appearance and dimensions to the heavy-duty type with design and construction details differing to meet service demands.

● POTENTIAL MARKETS: Electrical contractors. Industrial buyers. Square D Co., 6060 Rivard St., Detroit 11, Mich.

PORTABLE fluorescent sun lamp consists of a heavy metal base and a reflector and lamp which can be removed from the base for wall mounting if desired. Unit can be used close up for short exposure periods for conventional sun tanning, or at a distance all day long for ultra-violet ray benefits. Leader Electric Co., 3500 N. Kedzie Ave., Chicago 18, Ill.

◆



HAND TORCH

Utilizing a self-pressurizing liquid petroleum fuel, this hand torch lights instantly with a match, without pouring, pumping or priming, and burns with a clean flame of more than 2,200 degrees, according to the manufacturer. The fuel is packaged in a seamless "throwaway" container which serves as the fuel tank for the torch until it is empty, when it is removed and replaced by a new one. The fuel cannot be poured from the container, for there is no way the container can be opened. A rubber valve mounted on top of the container permits it to be attached to a mating fixture on the torch.

● POTENTIAL MARKETS: Electrical contractors. Industrial, commercial, residential, institutional and rural applications. According to the manufacturer, industrial uses include heating metal for bending and reshaping, soldering, loosening of "frozen" bolts and nuts, heating asphalt tile for against-the-grain cuts, paint removing and sweating lugs on heavy cable. Pressure Products Corp., 140 N. Dearborn St., Chicago, Ill.

◆

ELECTRICIAN'S TOOL

This combination plier wrench, which locks onto the work, is constructed of heavy gauge pressed steel with jaws of hardened tool steel. Features include: Swivel jaw, jaw size indicator, nickel handles with non-slip scoring top and bottom. Tool is available in 10-in. and 7-in. sizes.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical contractors, industrial engineers. Seymour Smith & Son, Inc., 63 Main St., Oakville, Conn.

EXPLOSION-PROOF WALL FAN

This explosion-proof fan is flanged directly to the outside wall of a building. Ball-bearing motor is mounted outside the air stream with the entire unit on the building exterior, away from possible explosive concentrations. Housings are constructed of aluminum. Non-ferrous centrifugal impellers are directly connected to the motor. Similar units especially adapted for roof applications are also available.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical contractors, industrial, hospital and commercial applications. Jenn Air Products Co., 333 N. Pennsylvania St., Indianapolis, Ind.

When Writing Mention **ELECTRICAL WHOLESALING**

FLOODLIGHT

This floodlight features a totally-enclosed 75-300 watt medium base socket and a 10-in. heavy gauge aluminum reflector. Flexibility is provided by a wing-nut adjuster. Unit may be mounted on vertical or horizontal surfaces, standard 4-in. and 3¼-in. outlet boxes, and on the ground with steel spike accessory. Clear or diffusing lenses are available. They are convex, semi-heat resisting, and assembled with gaskets in clamping rings.

● DISTRIBUTOR'S POTENTIAL MARKETS: Commercial, protective industrial and residential applications. S & M Lamp Co., 119 West 36th Place, Los Angeles 54, Calif.

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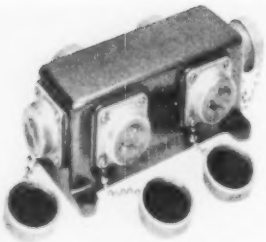


OUTLET BOX

Weatherproof, waterproof, and pull-out proof features are embodied in this multiple power outlet box. Wiring from the inlet to all the outlet receptacles is symmetrical. Each outlet will carry 1,500 watts and the inlet receptable is rated at 6,000 watts, both at 115 volts. The circuit is ungrounded to permit use on a.c. or d.c. currents. It also permits mounting on grounded or ungrounded metal surfaces. Recommended by the manufacturer for use with AM, FM, and TV remote work, stage lighting, building construction work, in hotels, fairs, shops, etc.

● DISTRIBUTORS' POTENTIAL MARKETS: Industrial and commercial buyers. Electrical contractors. Equipment and Service Co., 6815 Oriala Drive, Dallas 9, Texas.

ELECTRIC SLEEPING PAD

Available in full bed size or twin bed size, an electric sleeping pad has a cover of white cotton muslin. It is padded for comfort, and adaptable for hand washing in the home. Equipped with a three-way switch, the pad may be used as a foot warmer, back warmer and bed warmer. The manufacturer's recommended uses for the pad are for people seized with chills or people suffering from poor foot circulation, and sickroom use.

● DISTRIBUTOR'S POTENTIAL MARKETS: Department stores and drug stores. The Ettinger Manufacturing Co., 1319 S. Michigan Ave., Chicago, Ill.

◆

CIRCUIT BREAKER

Containing a split main bus, this circuit breaker allows the control of all lighting circuits by a main breaker while other heavier circuits and sub-feeds are controlled by parallel main breakers. Two variations allow either the lighting main with 12 single pole branches and two parallel 3-wire circuits or the lighting main with 8 single pole branches and four parallel 3-wire circuits.

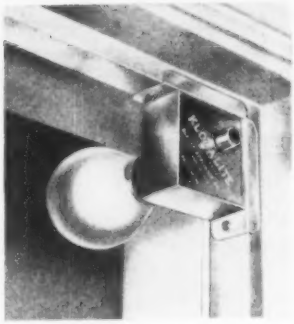
● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical contractors and industrial buyers. Square D Co., 6060 Rivard St., Detroit 11, Mich.

◆

ELECTRIC FLOOR POLISHER

Operating on 110 volt a.c.-d.c. lines, an electric floor polisher comes equipped with a 40-in. detachable handle and a large floor polishing brush approximately 9-in. in diameter. Attachments are available for polishing automobiles, furniture, as well as drilling and sanding.

● DISTRIBUTORS' POTENTIAL MARKETS: Electrical and hardware dealers. Signal Mfg. Co., 69 Bennett St., Lynn, Mass.



CLOSET LIGHT

Installed in either upper corner of a door frame, this closet light unit measures 2 x 2 inches and comes with 12 feet of cord and two screws. Operating automatically by the action of a closet door on the push button, the closet light uses either a 25, 40 or 60-watt bulb.

● DISTRIBUTORS' POTENTIAL MARKETS: Electrical dealers. Appliance Division, Slater Electric & Mfg. Co., Inc., Woodside, Long Island, N. Y.

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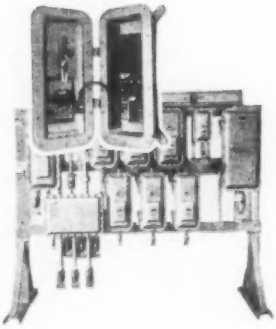

STARTERS AND CONTROLLERS

Recent improvements made in the enclosures of these explosion-proof starters, and controllers include: a non-freezing revolving shaft for operating the push button station and manual reset; rectangular design to allow close grouping of distribution panels; bolted-on cover permitting complete accessibility for wiring and servicing interior equipment; extra heavy, separable hinges on combination starter covers to allow opening of enclosures for inspection and maintenance.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical contractors. Oil refineries, chemical plants, dry cleaning establishments, etc. Russell & Stoll Co., Inc., New York, N. Y.

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CHRISTMAS DECORATION

Depicting Santa Claus and his reindeer team, this wall plaque is constructed of Vinylite plastic, lithographed in full color. Illuminated from the inside, the decoration comes complete with cord and extension plug.

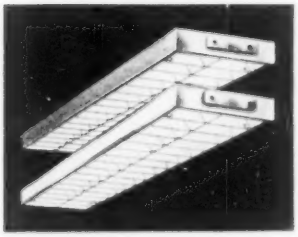
● DISTRIBUTORS' POTENTIAL MARKETS: Electrical dealers, department stores, hardware stores, stationery stores, etc. Royal Electric Co., Pawtucket, R. I.

◆

FLUORESCENT BALLASTS

Made for the operation of two standard 20-watt fluorescent lamps, a fluorescent ballast measures 6½-in. long and 2⅜-in. wide. According to the manufacturer, it starts lamps instantly and features a "brickette" cross section that keeps noise level to a minimum. Others in the line are available for single-lamp operation of 14-, 15-, 20-, and 32-watt standard fluorescent lamps. The ballast is listed by Underwriters' Laboratories, Inc.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical contractors. Commercial buyers and residential applications. General Electric Co., Schenectady 5, N. Y.



FLUORESCENT FIXTURES

This new series of fluorescent fixtures offers choices between four-foot and eight-foot, two-lamp and four-lamp, direct or direct-indirect units. These fixtures come with either glass or metal side panels and can accommodate standard fluorescent or slimline lamps. Twelve-inch and 16-inch square units for Circline, or PAR-38 reflector lamps are also available in this series. The units are finished in baked white enamel and have removable louvers to provide for easy cleaning.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical contractors. Commercial and institutional buyers. Garden City Plating & Manufacturing Co., 1750 N. Ashland Ave., Chicago 22, Ill.

CIRCULAR fluorescent lighting fixture is finished in baked white enamel, has a polished aluminum reflector and contains a circular fluorescent lamp, 12-in. in diameter. The fixture is designed for use in small kitchens, kitchenettes or dinettes, bathrooms, sewing rooms, and sun porches. Sylvania Electric Products Inc., 1740 Broadway, New York 19, N. Y.

◆

BAR HANGER

Offered in two sizes and two styles to take care of all types of boxes and sizes from 10-in. to 24-in., this adjustable bar hanger is for both new and old wiring work. The hanger has no nuts to tighten, nor studs or beams to notch. The switch box is slipped on the snap lock and the hanger extended to the desired length. When the hanger is nailed into position, the switch box may be adjusted to the desired place and the lock flipped.

● DISTRIBUTORS' POTENTIAL MARKETS: Electrical contractors. Clyde W. List, 1144 West Washington Blvd., Chicago 7, Ill.

CONNECTOR

This connector consists of two parts, a bronze collar and screw or a bronze collar and nut. The unit is installed as follows: Insert one or two wires, turn down the screw or nut, and the wiring job is completed. Connector's sidewalls keep wires in place. Two sizes are available: One for wire range 10, 12, 14, 2 #12, 2 #14; and another for wire range 8, 10, 12, 14 and 2 #10.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical contractors. Commercial, industrial, institutional, rural and residential applications. Ilsco Copper Tube and Products, Inc., Cincinnati, Ohio.

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OUTDOOR LIGHTING UNIT

Designed as an all-purpose general utility light, this portable lighting unit is made of non-corrosive, non-rusting cast aluminum throughout and consists of a lampholder with three mounting accessories. The lampholder adjusts to any direction and has a glazed porcelain heatproof socket for use with any medium base reflector bulb or infrared heat bulb. Approved by Underwriters' Laboratories, Inc.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical contractors, appliance and hardware stores. Stone Mfg. Co., 489 Henry St., Elizabeth, N. J.

◆

VACUUM CLEANER AND SWEEPER

Lighter than former models, this vacuum cleaner features a combination rug nozzle attachment. This attachment is equipped with a revolving brush and acts as a vacuum cleaner when attached to the main unit. Detached, it can be used as a carpet sweeper.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical dealers and department stores. Lewyt Corporation, 60 Broadway, Brooklyn 11, N. Y.

LIGHTING DIMMER

Essentially a core type autotransformer, a lighting dimmer can control any lamp load from five watts minimum up to maximum rated wattage, according to the manufacturer. Units are available in two sizes, 13-in. and 15½-in. diameter with maximum load ratings of 5,500 and 8,000 watts respectively on 110-120-volt, 50-60-cycle service. Features include: Circular metal base plate, toroidal coil and core, large solid brass contacts, multiple silver-graphite shoe, oilless center bearings. Units can be manually or remote controlled motor operated.

● POTENTIAL MARKETS: Electrical contractors. Recommended by the manufacturer for lighting control purposes in theaters, auditoriums, churches, colleges, schools, etc.; also for industrial or laboratory use where a.c. voltage applied to the load must be adjustable. Ward Leonard Electric Co., Mount Vernon, N. Y.

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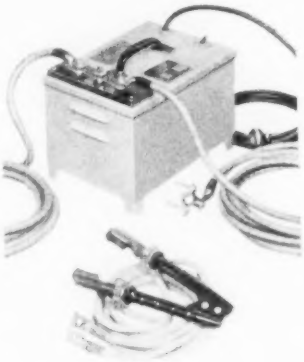
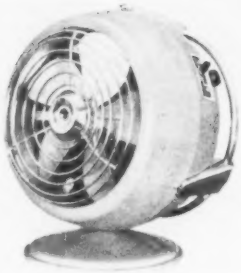


UTILITY TRANSFORMER

This transformer can be used for thawing frozen pipes as well as soldering and brazing applications. Insulated throughout with fibre glass, the unit is rated at 1 kva. continuous duty and has an overload capacity of 300 percent for intermittent duty. The standard type is designed for 110 to 120 volts, 60 cycle, a.c. current, and will operate on voltages between 100 and 125 volts. It converts ordinary lighting or power current to lower voltages (approximately 4, 8 and 12 volts) without any moving parts. Unit weighs 70 lbs. and is equipped with a handle for carrying.

● POTENTIAL MARKETS: Electrical contractors. Commercial, industrial, institutional and rural buyers. Recommended by the manufacturer for use by plumbers, steamfitters, farmers, industrials, hospitals, hotels, institutions, and maintenance engineers. Sorgel Electric Co., 838 W. National Ave., Milwaukee 4, Wis.



FLOOR FAN AND HEATER

This fan, heater and air circulator combination features a new disc control that gives a temperature range up to 50 degrees, and, according to the manufacturer, it varies air output up to 35 per cent and is equipped with an adjustable fan which has a range of 1900 to 2300 revolutions per minute. Recommended by the manufacturer to meet a wide range of needs as a floor circulator or spot heater.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical dealers, Hardware, appliance and department stores. Swartzbaugh Manufacturing Co., Toledo, Ohio.

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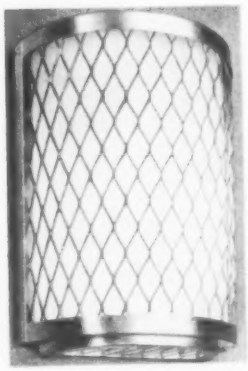

GUARDED LIGHTING FIXTURE

Featuring a standard opal glass protected with cork gaskets and a heavy steel grill, this guarded lighting fixture is of all steel construction and accommodates a 150-watt bulb. It is 13-in. high, 9-in. in width and 5-in. in depth. Supplied in architectural bronze, brushed cadmium, verde antique and old iron. Approved by Underwriters' Laboratories.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical contractors, Industrial, commercial and institutional buyers. Strickley and Co., 2404 W. 7th St., Los Angeles, Calif.

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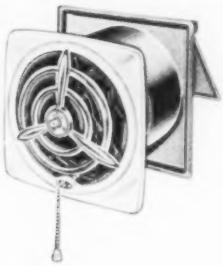

WALL FAN

Featuring white baked enamel wall plate with a removable center in chrome, this fan, according to the manufacturer, displaces over 1,000 cu. ft. of air a minute. It fits wood walls 5 in. to 10⅛ in. thick, and when properly adjusted it fits brick walls from 5 in. to 12⅛ in. thick.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical dealers and contractors, building supply companies and appliance outlets. NuTone, Inc., Madison and Red Bank Roads, Cincinnati 27, Ohio.

PORTABLE knockout punch driver for enlarging knockouts or cutting entirely new openings for ½-in. up to 4-in. conduit develops over 11 tons of hydraulic pressure and quickly drives knockout punches through 10-gauge metal, according to the manufacturer. Greenlee Tool Co., Rockford, Ill.

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FLUORESCENT FIXTURES

A line of fluorescent fixtures featured by this company as "Surface Lite-Blox Enclosures" eliminates the necessity of costly furred-down ceilings. The fixtures are available finished in 300 deg. White Permalux or with a primed surface ready for painting.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical contractors. Commercial, industrial and institutional buyers. Edwin F. Guth Co., 2615 Washington Ave., St. Louis 3, Mo.

◆

CURRENT LIMITING DEVICE

This current limiting device acts to protect low voltage switchgear, bus ways, circuit breakers, transformers and other electrical installations against short circuit damage. The unit cuts off a short circuit current long before it can build up to dangerous levels, according to the manufacturer. Various models and ratings to match the electrical characteristics of old and new power installations are available.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical contractors, industrial, commercial, institutional and rural applications. The Chase-Shawmut Co., 374 Merrimac St., Newburyport, Mass.

GRINDER

Available in ¼-hp. and ½-hp. sizes, a grinder has extra wide clearance between the wheels and the motor frame which permits the grinding of large and odd shaped pieces. Long pieces may also be moved across the front of the motor frame because it is smaller in diameter than the grinding wheel. Additional features include: capacitor start; capacitor run motor; full size ball bearings; and tool rests which may be tilted for angle grinding.

● DISTRIBUTOR'S POTENTIAL MARKETS: Industrial and commercial buyers. Electrical dealers. Baldor Electric Co., 4351-67 Duncan Ave., St. Louis 10, Mo.

◆

OUTDOOR FLUORESCENT FIXTURES

Available in 2-tube, 4-tube and 6-tube models, these fluorescent fixtures are 56-in. in length; half-round with flat back for installation. Featuring all-aluminum construction with streamlined turret ends and hinged globes, all models are Underwriters' Laboratories approved.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical contractors. Commercial buyers. Recommended by the manufacturer for use on store fronts and business buildings. W. H. Long Co., 114 W. Illinois St., Chicago 10, Ill.

◆

FLUORESCENT FIXTURE

Designed for flush-to-ceiling mounting, this fluorescent fixture utilizes a specially-ribbed Plexiglas shield, held by triple-plated chromium ends. The fixture is so constructed that the ends slide out to permit the shield to swing down from one side and hang suspended from the other, providing ready relamping or replacement of parts without removing the shield from the fixture itself. Available in three sizes to hold two 20, 25 or 40 watt fluorescent lamps.

● DISTRIBUTOR'S POTENTIAL MARKETS: Electrical contractors and fixture dealers. Also hardware stores and residential applications. Lightolier, Inc., 346 Claremont Ave., Jersey City, N. J.

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News Notes from N.A.E.D.

By **Alfred Byers**, Executive Secretary
National Association of Electrical Distributors

CHARLOTTE AND ATLANTA MEETINGS OF N.A.E.D. MEMBERS

Area meetings of N.A.E.D. members will be held at Charlotte and Atlanta this month. Chas. G. Pyle, Executive Director of N.A.E.D., and your reporter will attend from Association headquarters. Advance returns from members indicate the same good attendance as was recorded at the area meetings already held.

More and more it is noticed that members are increasingly interested in these gatherings. They provide a good opportunity to discuss the N.A.E.D.'s activities and plans and to collect ideas for their improvement. Then, too, the key men in members' organizations benefit from the sessions by personal contact with each other in discussing industry problems with which they are constantly faced, and in learning first hand how they can obtain aid from the Association in trying to solve these as well as operating problems.

AREA MEETINGS FOR N.A.E.D. MEMBERS

Members of N.A.E.D. have held area meetings in St. Louis and Kansas City, Houston and New Orleans this Fall. Headquarters staff were represented by your reporter and Phil Pritchard. Attendance was excellent in all four cities and several prospective members were present also.

Beginning with a luncheon, the meetings continued through mid-afternoon. Developments on the national security front were discussed at length. Interest was notable as to production and sales possibilities regarding civilian markets and the industrial field for the balance of this year and next.

Many of the N.A.E.D. programs were explained, with interest in them being indicated by the numerous inquiries made concerning them. These programs were reported by several as being particularly helpful to them in their own operations.

General opinion, as expressed by the members, was to the effect that the N.A.E.D. program has now expanded to the point that considerable benefit is offered to members in both the supply and appliance fields which otherwise would not be obtainable. It was indeed encouraging from a headquarters' standpoint, to note the enthusiasm at these meetings and to hear the many expressions of appreciation for the valuable assistance N.A.E.D. is providing its enlarging membership.

TV EXCISE TAX AND COLOR TV

Through the energetic leadership of Ben Gross, N.A.E.D. vice president and chairman of the Appliance Division, Washington officials and N.A.E.D. members have been informed of the Association's objections to the FCC announcing a decision approving any particular "color system" at this time) and the need for a systematic handling of the TV excise tax.

Both subjects were treated in special statements issued by the Appliance Division reporting in detail the reasons for the position taken by N.A.E.D.

Appliance distributors, as well as dealers, will be directly affected by the actions taken in these matters, and the Appliance Division contributed the information in the released statements in the interest of clarifying important points for all who are interested in having the facts for consideration.

NEW MEMBERS

A number of distributors in the supply and appliance fields have been elected to membership during the past few weeks. Leaders in electrical distribution in several marketing areas have been added to the N.A.E.D. roster of members. Membership is expanding as a result of increasing activity by members themselves in enrolling distributors they know and who can benefit from their affiliation and also contribute to the effectiveness of the Association's activities. Today's total membership is at a high point in numbers and is highly representative of the industry nationally.

PYLE TO TALK ON "TRADE ASSN. HELP YOUR BUSINESS"

This subject will be the topic of an address to be made by N.A.E.D.'s Chas. G. Pyle to the luncheon meeting of the Southeastern Electrical Manufacturers Representatives Club at Atlanta, Georgia, on November 30th.

N.A.E.D. MEMBERS ON ADVISORY COMMITTEES

Several N.A.E.D. members have been appointed to serve on special advisory committees which have been authorized by the Wholesale Trades Advisory Committee. N.A.E.D.'s Executive Director, Chas. G. Pyle, will serve as Chairs

man of the Sub-Committee on Allocations.

Similar appointments have been made from distributor ranks in other wholesaling fields. The work and recommendations of these committees will be important to wholesaling in general. It is reassuring to know that matters affecting distribution will be considered by experienced executives from the field of wholesaling itself.

BOARD OF GOVERNORS MEETS AT CORONADO

N.A.E.D.'s Board of Governors and the Executive Committee held their Fall meeting at Coronado, California, last month immediately preceding the Pacific Zone's Fall Convention at that place.

While it finally proved impossible for a few Board members to be present the attendance was large and considerable work was done. The Association's membership has been fully advised of the Board's accomplishments. The ground covered, once again, resulted in major contributions to the advancement of electrical distribution.

Members of the Board devote a good share of their time and experience to this vital phase of N.A.E.D.'s efforts.

NEWS

(Continued from page 59)

contained in a plastic case which have been mailed to wholesalers' salesmen by General Electric. They are so named because each poses a hard-to-answer question frequently asked by lamp customers and then proceeds to answer it on the reverse side. The four questions asked and answered are these: "What determines value in a lamp?"—"They all look alike?"—"How long should the life of a lamp be?"—"I forgot a lower price?"

The contest closes November 25th. Entries should be sent to Dick Cody, editor of *The Lampoonist* at New Parkers. It was emphasized that polished, treatises are not desired; just plain, simple facts.

Contest judges are O. Fred Rost, editor, ELECTRICAL WHOLESALING; O. P. Anderson, advertising division; and R. E. Worrell, sales division—both of the G.E. Lamp Department.

SOME of the 2,400 persons who registered for the first national convention and exhibition staged recently in Cleveland by the National Electronic Distributors Association wend their way through the manufacturers' exhibit area.

Business Outlook Optimistic Experts Tell Boston Conference

The 22nd annual Boston Conference on Distribution hears business leaders warn that inflation must be halted, predict a good future business and speak out against a controlled economy

BOSTON—What's ahead for business, government controlled economy, farm crop surpluses, the television industry and a glut in long unfinished work among the many topics presented to top business leaders addressing the 22nd annual Boston Conference on Distribution. The annual two-day meeting held at the Hotel Statler in the city was attended by more than 1000 businessmen.

The outlook for American business is optimistic in the opinion of a necessary panel of industrial, financial and economic leaders. Participating in the panel report were: F. J. Kloch, manager, Marketing Research Division, General Electric Co.; Charles H. Dixon, vice president, Dixon Ticonderoga Mills Corp.; Q. Everett Walker, economist, R. H. Macy & Co.; Frederick W. Ecker, president and president, Metropolitan Life Insurance Co.; C. D. Hughes, business news editor, The New York Times.

Mr. Hughes summarized the findings of the panel and presented the following seven-point resolution:

1. Lack of definite information about military requirements makes a sound appraisal of business outlook rather difficult.

2. New curbs on housing credits have a sound objective since they correct the artificial inflation of recent years which can be traced to the direction of the government.

3. Consumer credit has risen too out of control. The ratio of disposable income is 2.5 as against 5.5 in 1941.

4. Major spending budgets point economy cut 25 to 30 per cent below the 1950 figure and that would still be seven billions.

5. The media industry must continue with moderation and broadcast with contacts to the consumer. Industry should wear confidence in the new year.

6. Pricing and local matters must direct questions. Modernization and greater production are the most effective answers.

7. Retail trade should be good for the rest of the year and in the first months of 1951 and pick up in the second quarter.

The panel of experts agreed that the Korean War will bring issues and inflation to the same end that the global conflict ended and are in agreement the immediate effects of inflation.

Dr. Karl D. Bunce, farm commissioner, Ford Manufacturing Corp., advocated the solution of the problem of unskilled employees to achieve a happier and healthier people.

"We are living in a protein age," he said. "We must learn how to sell more of the 'get out and get' food, meat,

30 YEARS of increased demand –

PROVE THE EXTRA DEPENDABILITY

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ACCURATE

FRICTION AND RUBBER

TAPES

MATERIALS — A major factor in the expanding demand for Accurate Tapes. Only finest grade cotton sheeting, purest live rubber are used in their manufacture. Result — permanent pliability, extra stretch, maximum cohesion — all important to clean, fast, economical taping.

WORKMANSHIP — Accurate Friction Tapes are super-calendered for complete impregnation of the base cloth. Careful slitting prevents tape from raveling when used. Accurate Rubber Tapes are specially compounded with unusual precautions taken to maintain caliper, elasticity and fusing characteristics.

QUALITY CONTROL — Every production run must fully meet fourteen exacting quality control checks. These tests guarantee the quality of every roll shipped — are the big reasons why Accurate tapes have increased in popularity every year for over 30 years.

READY NOW!
THE NEW
ACCURATE CATALOG

Contains complete specifications on all Accurate Tapes, including roll lengths and packaging. Get your copy today. Just call or write —

ACCURATE MFG. COMPANY
Garfield, New Jersey

IF IT'S TAPE...IT WILL PAY YOU TO MAKE SURE IT'S ACCURATE TAPE

goods and services that people want.

Nearly a quarter of all urban homes in the United States have television today said John W. Craig, vice president, Avco Manufacturing Corp.

Asserting that "no industry in our history has grown so fast in so few years," Mr. Craig added that television "continues to emerge as a powerful force in our economy and way of life. Its growth is seen in the fact that there are now more than 7,000,000 television receiving sets in American homes against 700,000 two years ago.

On the question of color television Mr. Craig contended that the "entire television industry regards the television color system advocated by the Columbia Broadcasting System as impractical."

"I think it is fair to say," he continued, "that manufacturers are not interested in taking sides in this matter, but do feel a strong sense of responsibility to the public in insisting that the FCC reconsider a decision which can cause confusion, waste and extravagance without obtaining the objective of good color television."

"The recently enacted law on the subject of price control seems to be fairly unassailable," said Dr. Julius Hirsch, consultant addressing one of the final sessions of the conference.

"It has become more and more my conviction that in our present situation of an ever growing defense sector, indirect controls plus some additional incentives can work more effectively in the direction of stabilization than can direct controls.

"What we need most, it seems to me, is to convince the public that we really mean to stabilize the purchasing power of the dollar.

"To stabilize the dollar properly, we must use the decisive means which prevent the expansion of purchasing power beyond the available supply of civilian goods and services, especially those which siphon off the excess purchasing power.

"There should include additional aid by the government of its stockpiles to reduce price levels and more effectively slow down the wild gyration of the markets for raw materials, the offering of a United States saving bond, the interest and repayment of which would be based on the cost-of-living index as of June, 1950; and increased production through such means as increasing the work week by 10 per cent."

Nelson A. Miller, Office of Civilian Requirements, National Production Authority, U. S. Dept. of Commerce, warned business leaders not to scrap as a wartime expedient "advertising programs, sales organizations or marketing research activities except as an extreme and last resort.

"Because marketing research may lead the way to the solution of seemingly overwhelming problems brought about by the extended defense program which seems

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That Sells Fast and Easy

And RIDGID LonGrip Reamers Won't Flare or Split Pipe

• Pipe experts go for the extra-long taper on RIDGID LonGrip reamer that makes it smooth the burr cleanly out of pipe or conduit almost without effort. Just a few light ratcheted strokes and the job's done. Saves time, work and pipe—that's why they're favorites. You sell 'em complete with ratchet handle, or the No. 2 reamer unit separately for use in RIDGID OOR small ratchet die handle. Two sizes, No. 2, ¼" to 2"; No. 3, ⅜" to 3". Feature these popular sellers to boost your profits. Order today.

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WORK-SAVER PIPE TOOLS

THE RIDGE TOOL CO. • ELYRIA, OHIO

new additions to the KLEIN LINE

Since 1857

Mathias Klein & Sons continues to offer the electrical industry the most complete line of pliers and equipment on the market. Below are three additions to the Klein Line that have found favor with many utility companies. If you have not had complete information on this equipment, write for details.

KLEIN'S ADJUSTABLE CLIMBERS—All Klein Climbers are now available in either fixed length patterns or the new Klein Adjustable pattern. Klein Adjustable Climbers may be quickly adjusted to 15, 15½, 16, 16½, 17, 17½ and 18-inch sizes. They assure proper fit and reduce the necessity of stocking many sizes. Klein Adjustable Climbers are made of forged steel, individually tempered and tested. Aluminum finish.

No. 1945 KLEIN POLE MASTER CLIMBERS—Klein "Pole Master" Climbers are made in matched pairs with an offset shank that brings the gaff in proper line with the leg bone. Extra wide stirrup gives more arch support. Available in fixed length pattern sizes 15, 15½, 16, 16½, 17, 17½ and 18 inches. Also available in adjustable patterns to fit any of above lengths. Aluminum finish.

No. 5249 "KLEIN-LINE" TOOL BELT—This new belt is designed with a full-floating sliding trace of famous "Klein-Kord." Trace slides freely, allowing approximately 6 in. movement. Chafing is avoided, and undue wear on safety strap is prevented. Apron design permits visual inspection of trace throughout its entire length.

A soft, pliable latigo leather cushion 4¼ inches wide is pad-lined and edge rolled for comfort. The 2-inch wide belt shape is of heavy harness leather with a drop forged buckle. Made in following sizes: 36, 38, 40, 42, 44 and 46 inches.

Ask Your Supplier
Foreign Distributor: International Standard Electric Corp., New York

The New Klein Catalog giving full information on the complete Klein line will be sent on request.

Mathias KLEIN & Sons
Established 1857 — Chicago, Ill., U.S.A.
3299 BELMONT AVENUE, CHICAGO 18, ILLINOIS

to go ahead, problems which can be overcome through an intelligent analysis leading to new policies, new products, new markets, new services, a new outlook," he said.

Referring to the period following World War II, Mr. Miller said, "Many a headache was suffered and much delay and loss of business was experienced in the process of rebuilding sales organizations and programs which had been scattered to the four winds as a wartime expedient. We called it 'spread' at the time—but perhaps not the best course, as experience has shown.

"Most of us probably will agree that the marketing and selling activities of a business are the very life blood of that firm and that a very dangerous situation exists in the long run when a business is lost, through temporary circumstances, to let its selling activities, its organization and its market research program fold up," Mr. Miller concluded.

Distributor Salesmen Offered Sales Kit

CHICAGO—The Mitchell Manufacturing Co. of this city recently developed a detailed selling kit designed to promote its line of Mitchell Module fluorescent lighting units. The kit is being offered to authorized distributors' salesmen.

After 14 months of testing more than 12 booklets and promotional tools that make up the kit, the company finally completed its selling aid. The 14-page selling kit contains the complete module story plus four consumer booklets, stored in special pockets, a set of installation instructions, layout kit complete with special module template and planning guide, price lists, publicity reprints and actual installation photographs.

OFFICIALLY welcoming Raybro Electric Supplies, Inc., to Orlando, Fla., is Mayor William Beardall (second from the left). The occasion marked recent open house festivities at the electrical wholesaling company's new Orlando branch. Shown in the picture, left to right, are H. Stewart Johnston, secretary of the chamber of commerce; Mayor Beardall; Bill Faulkner, manager of the Raybro Orlando branch; Troy A. Brown, president; and Milton O. Hollis, secretary-treasurer.

NEW home of Braid Electric Co.

Wholesaler Opens New Five-Story Building

NASHVILLE—Hundreds of visitors attended the recent grand opening of the new headquarters of the Braid Electric Co., wholesale distributors of electrical and radio equipment.

Housing their general offices, electrical supplies, lighting and radio parts departments, the structure is constructed of steel and masonry and is completely fireproof. The building is five stories high, consisting of 42,000 square feet on three floors, a complete modern kitchen and dining room with a lounge located on the top floor. A new parking lot adjoins the building and is capable of holding up to one hundred cars.

The firm was established in 1879, incorporated in 1908 and is one of the oldest independent distributors in the country. The company's territory includes middle Tennessee, southern Kentucky and northwest Alabama.

IAEL Holds 15th Annual Conference

BOSTON—The 15th Annual Conference of the International Association of Electrical Leagues, recently held here at the Copley Plaza Hotel, was attended by league managers from all parts of this country and Canada. Among others in attendance were representatives of the several branches of the electrical industry, having an interest in expanding the market for electrical services and products through cooperative means.

Speakers from the electrical industry and other walks of life covered practically every phase of cooperative—and of productive. Included in the discussions were addresses on "The General Economic Outlook", "Analysis of Consumer's Purchasing Power and Market Opportunities", "Legal Pitfalls in Advertising and Sales Promotion Operations", "Where To We Stand in AM, FM and Television", "The Importance of Sales Training", "Promoting Electrical Appliances in Today's Market", "Let's get Get Too Smart—Up Get To Real Com-

Blackhawk Industries

FITTINGS AND FIXTURES

YOUR QUALITY LINE

PRICED FOR PROFIT

Blackhawk No. 3626
Steel Clad Wire Holders

Blackhawk No. 1426
Conduit Entrance Caps

Blackhawk Locknuts
Sharp Lock Cadmium Plated

Blackhawk Bushings
Smooth Cadmium Plated

Immediate Delivery from Adequate Stocks to Electrical Wholesalers Only

Write for Free Catalog

BLACKHAWK INDUSTRIES

DUBUQUE, IOWA

Blackhawk Industries

Entrance Cable Fittings • Sill Plates • Box Supports • Conduit Entrance Caps • Staples • Connectors • Cable Straps • Locknuts and Bushings • Wire Holders • Yard Lights • Fluorescent Brackets

How would you answer these questions on TIME SWITCHES?

	YES	NO
▶ IS FAST TURNOVER IMPORTANT?	☐	☐
▶ ARE GOOD MARGINS NECESSARY?	☐	☐
▶ IS VERSATILITY DESIRABLE?	☐	☐
▶ IS REPEAT BUSINESS NECESSARY?	☐	☐
▶ IS PRODUCT NAME IMPORTANT?	☐	☐

If you answer YES to all of these questions, only General Electric time switches can meet your requirements. A fast-moving, high-profit line, they assure good resale and greater customer satisfaction. Stock only two types . . . and fill almost all your customer's needs.

Type T-47

Inexpensive, efficient control for circuits requiring one ON-OFF operation during 24 hour period.

- Minimum 5 minutes, maximum 22 hours between ON-OFF operations.
- Removable operating mechanism for easy installation.
- Automatic or manual operation.
- Extra set of dial riders available for second ON-OFF operation.
- Inexpensively priced at $10.98*.

Type T-27

The complete time switch equipped to handle practically any job.

- ★Up to 12 ON-OFF operations in 24 hours.
- ★All forms of contact arrangement available.
- ★Astronomic dial available to follow dusk-dawn schedule.
- ★Omitting device available for skipping certain days.
- ★Priced from $25.50*.

Both switches feature large, silver, snap-action contacts . . . the ever-reliable, permanently lubricated Telechron® motor . . . convenient wiring space and standard knockouts.

Your customers are assured of years of dependable and efficient service with G-E time switches. They know they can put their confidence in General Electric.

To satisfy your customer's many needs for electrical timing—and to keep your customers satisfied—stock G-E time switches. Order now from your local G-E office. For further information, write for Bulletins GEC-535 (T-27) and GEC-578 (T-47), *Section 603-114 Apparatus Dept., General Electric Co., Schenectady 5, N. Y.*

*List Price

GENERAL ELECTRIC
603-114

WHOLESALERS active in the Bureau of Home Appliances of San Diego include its newly-elected president, R. T. Redfield, left, seated, who is manager of Graybar—San Diego. Back row, left, is newly-appointed treasurer, Sam L. Hall of Electrical Supplies Distributing Co. Other offices are Gordon Dawson, 1st vice president; George Stoltenberg, 2nd vice president; and J. Clark Chamberlain, secretary-manager.

Canadian Distributor Appoints A. McDonald

VANCOUVER, B. C.—Arthur McDonald was recently appointed sales manager of E. B. Horsman & Son, Limited, oldest independent electrical distributor in this province. The announcement was made by Harry Horsman, manager of the company.

Mr. McDonald brings to his new position long and valuable experience covering 21 years in the electrical field. He was formerly general manager of Gough & Co., Ltd., and is widely known in the trade not only in British Columbia, but in eastern electrical circles as well.

In addition to his business activities, Mr. McDonald is an active member of the Vancouver Electrical Club and is a director of the Canadian Electrical Distributors' Association.

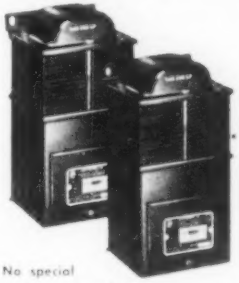
Ten Utilities Seek To Stop REA Co-op Loans

WASHINGTON, D. C.—Ten electric utilities recently filed suit against three cabinet members and two power officials in an effort to block Rural Electrification Administration loans for generation and transmission facilities to be leased by the Southwestern Power Administration.

The suit seeks a declaratory injunction to prevent granting of funds under three loans approved by REA to aid a group in Missouri. Defendants named in the suit are: Secretary of Interior Chapman; Secretary of Agriculture Brannan; Secretary of the Treasury Snyder; Southwestern Power Administrator

Use

JEFFERSON
Dry Type TRANSFORMERS



No special vaults are required.—Each transformer is complete with roomy wiring compartment having knockouts for rigid or flexible conduit connections.

Approved by Underwriters' Laboratories, Inc.

In new plants, present practice calls for distributing power at higher voltages—460 or 575 volts—and providing for the lower voltage circuits for lighting and operation of portable equipment by means of compact dry type transformers. Thousands of Jefferson Transformers have been installed for such purposes.

For motor driven machinery where low voltages are required for control, relays, etc. Jefferson Power Circuit Transformers are often mounted on the machine itself.

The cost of this method of distribution is reduced—by savings in copper, conduit and fittings. Further economy is realized as all power is bought through one entry and one meter.

STOCK SIZES:—50 V.A. to 15000 V.A.
460/230 Volt Pri.—230/115 Volt Sec.
575 Volt Pri.—230/115 Volt Sec.

JEFFERSON ELECTRIC COMPANY
Bellwood, Illinois
In Canada: Canadian Jefferson Electric Co., Ltd., 384 Pape Ave., Toronto, Ont.

Write today for Bulletin 501-15

Power Circuit Dry Type
TRANSFORMERS

"I AM SOLD COMPLETELY ON

QUAD SIGN REFLECTORS"

Wherever there are installations of QUAD Sign Reflectors you can be sure that there is satisfaction on the part of the customers — and they don't hesitate to say so.

There are 15 different sizes and shapes. They range from six-inch round for 40 watt lamps to 18-inch rectangular for 1500 watt lamps. There's a QUAD Reflector that fits the job. Permanent porcelain enamel finish throughout this line — green outside and a lustrous white inside reflecting surface. Fittings are thoroughly rustproof.

SPECIAL FEATURES

In addition to the type "H" socket-fittings for attaching to horizontal pipe shown on the round and rectangular reflector pictures, there are also available "V" fittings for suspending reflectors on vertical pipe and "B" socket-fittings for mounting direct to outlet box.

Reflectors are removable and interchangeable on all three types of socket-fittings. Easy wiring and installation features making them especially suitable for sign work are shown below.

For suggestions on the application of QUAD Sign Reflectors and data on sizes, send for Bulletin No. 8.

QUADRANGLE
SPADE SIGN REFLECTOR

Designed for small and medium sized signs this unique one-piece reflector is ideal for store-front transoms. Streamlined, yet inconspicuous, it does not obstruct view of sign. Rust-proof, weather-proof, easy to wire, it mounts on a shorter 45° pipe arm. Light distribution is wide on the sign with straight line cutoff at upper edge.

QUADRANGLE
RECTANGULAR SIGN REFLECTOR

Widely used for wall signs and bulletin boards, these reflectors produce a uniform distribution of light over a wide vertical area. The contour is such that a straight line cutoff of light at the top of sign is obtained without stylize, scallops, or shadows. Sizes range from 50 Watts to 1500 Watts.

QUADRANGLE
ROUND ANGLE SIGN REFLECTOR

Generally used for gasoline station advertising, these efficient reflectors are in service everywhere—lighting all kinds of signs from "Tourist Rooms" to full sized bulletins. The forty-five degree axis of light distribution insures proper lighting at the bottom of the sign. Sizes range from 40 Watts to 500 Watts.

QUADRANGLE MFG. CO.
32 S. PEORIA ST. CHICAGO 7, ILL.

Douglas G. Wrightsy and Rural Electrification Administrator Claude R. Wickard. The suit was brought by the Kansas City Power & Light Co., St. Joseph Light & Power Co., Missouri Power & Light Co., Missouri Public Service Co., Missouri Gas & Electric Service Co., Union Electric Co. of Missouri, Missouri Utilities Co., Missouri Edison Co., Empire District Electric Co. and Arkansas-Missouri Power Co.

The loans which the suit seeks to prevent are: $11,350,000 to Central Electric Cooperative, Linn, Mo., for a 15,000 kw. steam plant and transmission lines; $18,591,000 to the N.W. Electric Power Cooperative, Savannah, Mo., for a 40,000 kw. steam plant and transmission lines; and $2,000,000 to Ste-Mo Power Co., Marshfield, Mo., for transmission lines. All the "a & t" facilities would be leased to SPA after they were completed.

Farm Sales Aid Offered By EEI

NEW YORK—The Farm Section of the Edison Electric Institute recently made available a speaker's slide kit that can be utilized in a farm electrification sales program.

This kit consists of 68 Kodachrome 2"x2" slides on subjects concerned with the use of electricity in dairy farming, poultry farming, crop processing and handling, and general uses of electricity on the farm. Four appropriate 30-minute scripts are also included in the kit.

The institute points out that not one of the slides was staged by manufacturers of electric power companies, but that the slides have been gathered from all parts of the country and therefore can be universally used. The kit is available from the Commercial Department, Edison Electric Institute, for $25.00 each, New York.

CHARLES E. SHROPSHIRE (left) was recently appointed vice president of the General Electric Supply Corp., according to an announcement by Charles R. Pritchard, president. At the same time, Ralph J. Brown (right) was named manager of marketing for the company.

Pioneer Distributor Made Executive With N. Y. Firm

NEW YORK—Announcement of his return from retirement of D. W. May, one of the pioneers of the electrical appliance distribution industry, was made recently at a luncheon in the Waldorf-Astoria. Mr. May will assume direction

D. W. May

and national distribution. He will also assume duties for the Clock Dealers Co., Inc., of New York City, makers of Clock Irons, Red Ray Broilers.

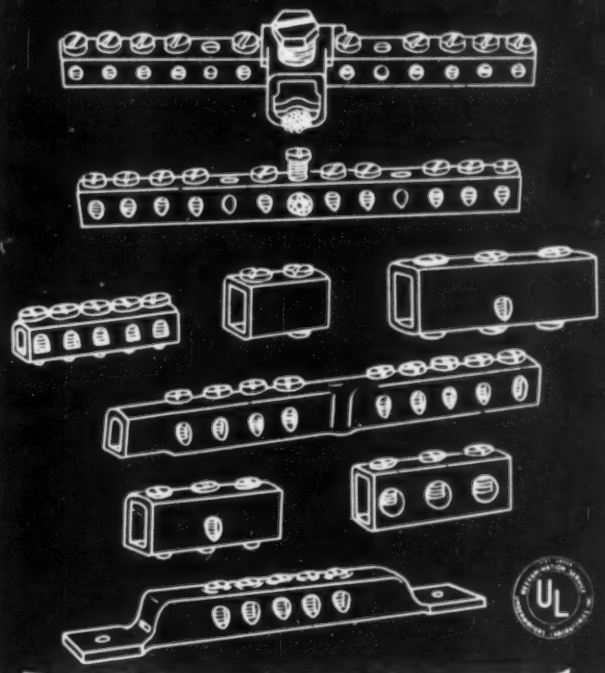
The announcement was made recently by Mr. May and Joseph Flock, president of the company.

Mr. May's return to active business and related industry, after his retirement early this year after 40 years of successful operations as a distributor of electrical appliances, radio and television sets both in New York City and northern New Jersey, he was one of the survivors for over many years with the first distributors of Philco Radio in New York and New Jersey. He was also western regional manager for the electronics department of General Electric Co. and has distributed numerous other well-known lines of major and trade electrical appliances as well as radio and television sets.

Discussing plans for national distribution of the Clock Iron, Mr. May disclosed that a modern new factory is near completion near Asbury Park, N. J. He said that distribution has so far been concentrated in the New York City area and with the new plant's production continued, the company is actively planning for distribution throughout the United States and in foreign countries.

G.E. Announces Price Boost on Large Lamps

CLEVELAND—Prices on General Electric mine lamps have been increased as an "average of 8 per cent," Remarking on the recent increase, Fred F. Harcourt, department manager and engineer, vice president, said, "Despite these increases, the price of incandescent lamps still



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insert wire — tighten screw — that's all.

Time savings alone more than
pay the cost of the neutral bars.
Available in various sizes and shapes.
Readily replaces old-fashioned washer head screws.

Insist on this time-saving neutral bar from your electrical devices supplier.

ILSCO COPPER TUBE & PRODUCTS, INC.

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Cincinnati 27, Ohio

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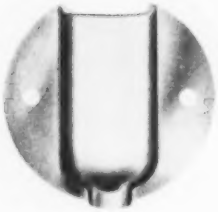
Blackhawk Industries

FITTINGS AND FIXTURES

"REPEAT BUSINESS" QUALITY

For Performance and Profit



Blackhawk No. 500
Sill Plates

Blackhawk No. 711
Service Entrance
Cable Fittings

Blackhawk No. 600
Watertite Connectors For
Service Entrance Cable

Immediate Delivery from Adequate Stocks to Electrical Wholesalers Only

Write for Free Catalog

BLACKHAWK INDUSTRIES

DUBUQUE, IOWA

Blackhawk Industries

Entrance Cable Fittings • Sill Plates • Box Supports • Conduit Entrance Caps • Staples • Connectors • Cable Straps • Locknuts and Bushings • Wire Holders • Yard Lights • Fluorescent Brackets

on the average of 1 per cent less than in 1940, and the prices of fluorescent lamps average 41 per cent less than in 1940." According to Mr. Harroff, the increase in prices was made necessary by the continued rise in material, labor, and transportation costs.

Coast-to-Coast Tour For Electronic-Electric Show

ROCHESTER—Demonstrating 38 new devices for the heating, ventilating and air conditioning industries, a coast-to-coast road show called the "Parade of Progress" was recently launched from this city by the Minneapolis-Honeywell Regulator Co., of Minneapolis, Minn.

The purpose of the traveling show is to demonstrate with working models the latest electronic, electric and pneumatic control systems recently developed and now in production. The show will cover more than 60 cities and end in the spring of 1952. It is primarily designed for the professional trade, including architects, heating and ventilating engineers, contractors, school and hospital administrators and railroad operating technicians.

Lamp Price Increases Announced By Sylvania

NEW YORK—A slight increase in the price of incandescent and fluorescent lamps are now in effect, according to an announcement by Sylvania Electric Products, Inc. For the most part, prices have been advanced only one to two cents on popular size incandescent bulbs and from five to ten cents on standard sizes of fluorescent lamps. The company said the increase was necessitated because of a steady rise in the costs of materials and labor.

H. E. COLLIVER was recently named regional manager of a newly created mideastern region in the sales organization of the National Electric Products Corp., Pittsburgh. Mr. Colliver has been with National Electric since 1930, and is a past president of the Electric League of Cincinnati.

NEW 40,000 square foot unit of the Western Insulated Wire Co. plant was recently completed in Los Angeles, Calif. Now in operation, the half million dollar factory will be devoted to the manufacture of the company's complete line of insulated electrical cords and cables. The company's new location is at 2425 East 30th St., Los Angeles 58.

More Homes Being Built With Certified Wiring

NEW YORK—The drive for safe adequate wiring in homes has been making steady headway according to reports received from the National Adequate Wiring Bureau.

In Milwaukee, 1,120 homes have been certified for wiring adequacy since July 1946. The approvals represent about one-third of the 3,825 homes whose systems were designed by the Electric League of Milwaukee. About 1,000 of the number are still under construction, and it is anticipated that approximately 500 of them will be certified. The remainder will not be certified due to the omission of some minor details. Increasing numbers of Milwaukee builders and home buyers have been impressed by the need of good wiring in the home. It is believed that further gains toward adequate wiring will be made by the intensive campaign recently launched by the Milwaukee Chapter of NECA. The contractors are sponsoring weekly TV commercials on adequate wiring, plus extensive newspaper and sale card advertising.

Builder Theodore Kirkpatrick of Los Gatos, California, points out that he provided wiring according to the Bureau's standards in the first 20 homes of his development and sold them all. The remainder of the homes in his 79 home tract will also follow the Bureau's program fully by containing all-electric kitchens, modern lighting and laundries.

A recent Florida Power Corp. survey revealed that 80 per cent of new homes in the state have gone all-electric. The figure represents the results of a three year advertising campaign which was devoted to adequate wiring. Membership in the Florida West Coast Adequate Wiring Bureau has also been on the upswing. Wholesalers back the Bureau 100 per cent while 60 per cent of the electrical contractors are members. From January 1947 to January 1949 the Bureau's membership expanded from 18 to 62. Today there are 72 paid members.

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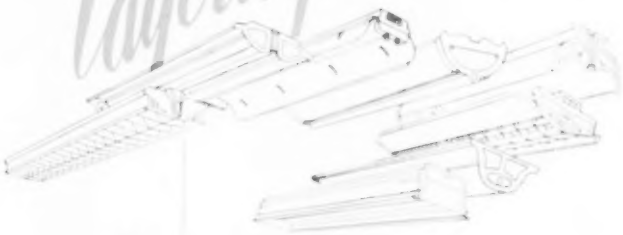
layout possibilities*



with

GUTH FLUORESCENT FIXTURES

we're still countin'. Wont you help us?

Our line is so complete that there is nothing you can't lay out with it. Send for our NEW CONDENSED CATALOG 47-G. It lists commercial, institutional, and industrial luminaires—every one engineered for better lighting at lower cost.

CATALOG 47

Guth LIGHTING

THE EDWIN F. GUTH COMPANY / ST. LOUIS 3, MISSOURI

FULLMAN **Latrobe** PRODUCTS

FLOOR BOXES — WIRING SPECIALTIES

BUILT TO SERVE

"Latrobe" Floor Boxes and Wiring Specialties are built for quick, easy installation and long, dependable service.

The neat, clean-cut design of "Latrobe" Products has made them favorites from coast to coast.

FULLMAN MANUFACTURING CO.
LATROBE . . . PENNSYLVANIA

WHOLESALE distributor salesmen William Drake of Peirce-Phelps, Inc., Philadelphia (second from left); Ralph Whitmes of B. H. Spinney Co., Inc., Syracuse (third from right); Alvin Klotz of Interstate Electric Co., New Orleans (second from right); and Jim Holliban, also of the Philadelphia distributing firm (far right) were among the winners of the recent two-month Whirlpool Corp. sales contest. In the center of the group is L. C. Upton, chairman of Whirlpool board. Also pictured are L. W. Howard, the firm's director of sales, at Mr. Upton's right; and Robert M. Mitchell, company general sales manager (far left).

BullDog Adds Ohio Plant To Production Facilities

DETROIT—To help satisfy the heavy demand for the company's circuit breakers and electric control centers, the BullDog Electric Products Co., of this city, has added to its production facilities by the purchase of a manufacturing plant in Bellefontaine, Ohio.

The newly acquired plant, a 26,000 square foot mill, operate under the name "Bellefontaine Electric Products Co." The BullDog management has named the following men to head the new division: Walter R. Turner, president; Joseph H. Tybley, vice-president; Karl K. Kahler, secretary; John R. Hemming, treasurer; William H. Frank, Jesse J. Mitchell and Walter R. Turner are directors.

At present, Bellefontaine production is limited to the manufacture of circuit breaker units and is under the supervision of Charles Zimmel, production superintendent.

New Bicycle Headlight Packs 5000 Candlepower

BLOOMFIELD, N. J.—A bicycle headlight that throws a black-ring beam of light has been designed by Westinghouse engineers.

Patterned after a regular sealed beam automobile headlight and only 2½ inches smaller in diameter, the all glass bicycle lamp permits a deep narrow beam through its lens. The 5000-beam candlepower unit throws fifteen times more evening light than the average headlight.

The bicycle headlamp operates in a case with other lines or are regular

flashlight batteries. Because its aluminized reflector is sealed hermetically to the lens, the reflector remains bright and enables the headlight to burn at peak intensity throughout its 50-hour life.

Electronic Conference Draws 2,350 Persons

CHICAGO—The 1950 National Electronic Conference, recently concluded here at the Edgewater Beach Hotel, had a total registration of 2,350. The figure was well above that of the 1949 conference as the affair proved to be highly successful.

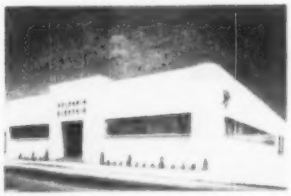
Engineers, scientists, teachers and manufacturers came from all parts of the country for the three-day program of technical papers, exhibits of new electronic equipment, committee meetings and social events in addition to the daily luncheons.

Major social event of the 1950 conference was the "Old Timers Night" in the hotel ballroom, at which the I.R.E. Chicago section was host to several dozen outstanding figures in the electronics industry who have been active and prominent for 25 years or more. Close to 500 attended this event.

Ideal Industries Buys Wire Equipment Firm

SYCAMORE, ILL.—Ideal Industries, Inc., of this city, recently announced the purchase of Pyramid Products Co., Chicago, manufacturers of wire stripping equipment.

Best known of the Pyramid line is the "E-Z" Wire Stripper, which will be added to Ideal's line of wire stripping equipment. All manufacturing and sales activity will be moved to Ideal's Sycamore plant.



SECOND new Pacific Coast office building and distribution center of Sylvania Electric Products, Inc., is located in Emeryville, Calif. Containing 30,000 square feet of warehouse area, it will serve northern California, Nevada, Utah and Hawaii. Howard Luray heads lamp division activities there, with Burley T. Cram as service manager.

AUSTIN Top Quality, Low Cost, Easily Installed, PORTABLE LIGHTING UNITS

Meets the demand for more adequate light. For all outdoor spot and floodlighting jobs—quickly, easily and economically installed. Completely packaged for your convenience.

LS-5
150 watt lampholder mounted on sturdy metal spike for nailing to side of building, post or tree, or inserting in ground. Complete with 5' cord and plug.

LS-10
Same as above, with 10' cord and plug.

LC-2
150 watt bracket type lampholder complete with combination cover for mounting on 3¼" or 4" octagon box, post or wall. Includes 20' of portable cord with stripped and tinned leads. Cover has knockouts to fit box ears centers and to allow cord to enter box.

LC-5
Same as above, with 5' cord and plug.

CLD-150 LAMPHOLDER

150 watt lampholder with "floating socket" which moves forward or side to side in an eccentric plane to compensate for variations in size and shape of lamps, sockets or castings. Insures tight seal and positive electrical contact. Completely wired. Patent applied for.

CLD-35
Same as above for 300 and 500 watt mogul base lamps.

CPB-150
CLD-150 "floating socket" lampholder mounted on PB-½ wall or pole bracket having 2 porcelain moulding tubes to protect leads.

COMBINATION UNIT
CLD-150 "floating socket" lampholder mounted on a CO-1 cover with ½" threaded hub in center. Cover fits 3¼" round ceiling pans, 3¼" and 4" octagon boxes and concrete boxes. Provided with knockouts to fit box ear centers and to allow cord to enter box.

CLD-sp-150
CLD-150 "floating socket" lampholder mounted on sturdy metal spike with 10' cord and plug.

CLD-sp-35
Same as above, with CLD-35 "floating socket" lampholder for 300 and 500 watt mogul base lamps.

The M. B. Austin Company
NORTHBROOK, ILLINOIS

Write for Information and Prices

Packaged to Bring you EXTRA SALES!

ALL IDEAL SHELF PRODUCTS IN

Eye-Stopping

METAL-EDGED PACKAGES

Distributors say they're the best looking, best designed packages in the field!...with eye-appeal that multiplies spur-of-the-moment purchases. Every IDEAL package is a smart merchandising container—clearly marked for instant identification by countermen—yet taking up less shelf space because of its size and shape. Metal stays protect corners, prevent crushing, guard the product on your shelves and your customers', too. As good as the products they contain, IDEAL packages are silent salesmen—bringing extra sales that don't cost you a penny!

"WIRE-NUTS"® and WIRING TOOLS

"Wire-Nuts"® — the patented* solderless, tapeless wire connectors — have been the contractor's and industry's standard for over 20 years. Wiring tools include: B-X cable cutters — voltage testers — fish tape reels and pullers — fuse reducers — fuse clip clamps — test lites — fuse pullers — cable rippers—joist borers—wire skinners—FLUR-TEST fluorescent fixture testers.

THERMO-GRIPS®

Resistance heating principle soldering tools that make difficult soldering jobs in production or maintenance easy. Sizes for every job.

WIRE STRIPPERS

Production — Brush—bench—rotary and lever types. Also famous "Stripmaster" hand type.

*Patented No. 1,933,555

CLEANERS

Hand-type vacuum cleaners — sprayers — blowers — dryers — pop-corn blowers. All-purpose tank-type cleaners for industrial cleaning, scrap-collection, water pick-up.

MOTOR MAINTENANCE EQUIPMENT

Commutator and slip ring resurfacers — commutator cleaners — brush seaters—precision grinders—mica undercutters—commutator saws — coil winder drives and heads — insulation testers — growlers.

MACHINERY PRODUCTS

Live centers to speed and improve lathe output — electric etchers—dust collectors — tachometers — demagnetizers — "Xpand-O-Lap" self-expanding laps.

IDEAL

Sold Through America's Leading Distributors

IDEAL INDUSTRIES Inc., Sycamore, Illinois

OBITUARIES

Napoleon H. Boynton

Napoleon H. Boynton, for 40 years associated with the General Electric Co. in its engineering, advertising and sales departments at Nela Park, Cleveland, Ohio, died recently at his home. He was 64.

From 1947 until he retired from active duties at the end of 1949, Mr. Boynton

Napoleon H. Boynton

had been a sales consultant in the administrative division of the company's lamp department. His association with the company began in 1909, when he joined the engineering staff of the National Lamp Works. Later in that year he transferred to the publicity department as assistant manager.

Mr. Boynton was placed in charge of publicity in 1912 and headed that department until 1918. In the latter year he was made manager in the Burkeye sales division of the National Lamp Works. From 1927 to 1930 Mr. Boynton served as sales promotion manager, also as assistant general sales manager of the National Lamp Works.

He was elevated in 1931 to the post of sales manager of the Lamp Department of General Electric, in the western district. In 1947 he joined the administrative staff.

Mr. Boynton was president of the Cleveland Electric League in 1917, and a former director of the Cleveland Chamber of Commerce. He was currently a director of the Cleveland Trust Co. He was a director also of the General Electric Supply Corp.

MANUFACTURERS APPOINT SALES REPRESENTATIVES

CLEVELAND — The Curtis Sales Corp., of Rhode Isle, manufacturers' representatives in Ohio, West Virginia, and Kentucky, recently announced two additions to its staff. Pearce C. Sherrill has been appointed Cincinnati representative for the firm and will handle the southern Ohio and Kentucky territory. At the same time, Herbert L. Jones was appointed company representative in northern West Virginia. Curtis P. Stoutenburg, president

of the company, will continue to represent the organization in northeastern Ohio and southern West Virginia.

DETROIT—Tomic Sales and Engineering Co., of this city, manufacturers of Thinwall connectors and couplings, recently announced the appointment of additional representatives and the territories they will cover. They are: Mr. F. R. Sands, 2221 34th St., Des Moines, State of Iowa; E. J. Martin Co., 2822 Graybar Building, New York, N. Y.—southeastern New York State including New York City and northeastern New Jersey; Seegar Williams Inc., 1862 State Street Extension, Bridgeport, Conn.—States of Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont, and Maine.

INDIANAPOLIS—The Ventilating Division of the Holcomb & Hoke Mfg. Co., Inc. recently announced the appointment of the J. V. Folsom Co., Dallas, Texas, as its southwestern sales representative. Mr. Folsom has represented manufacturers for over 25 years in this territory. Assisting him are Robert Folsom, Ralph Duvall, and Ben Goodwyn.

LONG ISLAND CITY, N. Y.—The Ruby-Phillips Corp., of this city, recently announced the appointment of Colin Finney as its representative in the states of Tennessee and Alabama. Mr. Finney's address is P.O. Box 27, Nashville, Tennessee.

ASSOCIATION NEWS

CHICAGO—The Third Annual National Television and Electrical Living Show, sponsored by the Electric Association, was recently held at the Coliseum here. The show marked the celebration of the 25th anniversary of the Chicago association. Mayor of the City of Chicago, the Honorable Martin H. Kennelly, cut a silver ribbon at opening ceremonies symbolizing the association's completion of 25 years of service. The 1950 Show had more and larger displays of electrical appliance, radio and television products than previous years. As a special attraction for the entertainment of the public, a stage show was built around radio and television star Jack Carson. Another special feature was the "Miss Television" talent and beauty built.

With the 1950 TV Electrical Living Show under their belts, plans are now under way to present a Chicago Electrical Trade Show. Appointed chairman of the enterprise is John Price, Chicago manager for the Allen-Bradley Co.

SLATER WIRING DEVICES

engineered for service!

SLATER No. 280
Pull Chain Lampholder
—engineered for service

The only one piece ceiling lampholder with removable interior. Contractors say, "We install 4 SLATERS to 2 of any other." Fits 3¼" and 4" boxes. Insist on the heavier, sturdier original! There's only one real pull-chain lampholder that meets your rigid needs, and that's Slater.

A wiring device costs what you sell it for only if your customer can install it and forget it. Otherwise, it may be too expensive for him at any price. It doesn't take long to discover that SLATER has no hidden costs. SLATER's elaborate "fool proof" inspection system sends out each wiring device in uniformly perfect working condition. It costs us a bit more that way, but we know it will make and hold customers. Let your customers decide. Sooner or later they ask for SLATER.

Write for Catalog No. 50 today.

Slater Electric & Mfg. Co., Inc., Woodside, N. Y.

your customers are taking so many Paine's

. . . that right now we're having trouble meeting their needs. Your customers know how Paine Devices, like the Paine "900" expansion screw anchor, quickly, surely and economically solve their fastening, hanging or anchoring problems . . . they know Paine Devices are worth waiting for. We'd just like to let you know that we're doing our best to supply you, so that you can supply your customers.

THE BEST CRAFTSMEN ALWAYS TAKE PAINE'S

Offices in Principal Cities

THE **PAINE** COMPANY

2979 Carroll Ave. Chicago 12, Ill.

Realizing the big job ahead, Mr. Price is looking for the cooperation of the EME, Electrical Contractors Associations, Chicago Electrical Wholesalers Association and other groups. The need for such a show is generally accepted, now all that is required is the team work to make it a success.

New Committee Organized

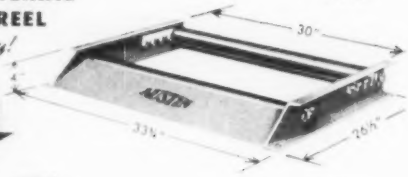
According to Ollie Burnett of Kelso-Burnett Electric Co. "There is fifty million dollars worth of electrical modernization business awaiting the construction end of our industry in Chicago, among industrial and commercial plants alone." The Objectives Committee was impressed by the possibility and in turn aroused the interest of association president Axel Kahn. The end result was the appointment of Clet Moses, district manager of The Thomas & Betts Co. as chairman of a committee to go after this business. This new committee will be known as the Electrical Modernization Committee.

The newest association project, the Electric Cooking Institute, is now in full swing. Containing six modern kitchens, a recipe and menu service, and a kitchen planning—designing service, the institute has 6,500 square feet of floor space. Twelve distributors and manufacturers have teamed up with the Commonwealth Edison Co. to make the institute possible.

Use the AUSTIN *Reel Roller*

TO HANDLE ANY MATERIAL DISPENSED FROM A REEL
quickly, easily and safely!

PATENT PENDING

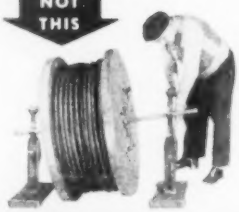


THIS WAY

AUSTIN No. 600 REEL ROLLER

MAXIMUM CAPACITY: 4000 LBS.
WEIGHT: 75 LBS. EACH

NOT THIS



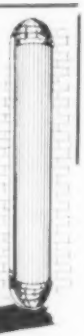
OUTSTANDING ADVANTAGES:

1. Ramp makes loading fast and easy.
2. Five adjustable slots take various reel diameters.
3. Thumb screw locks front roller for reel removal.
4. Single unit takes reels up to 30" wide.
5. Bolt two units together for reels up to 64" wide.
6. Higher back roller prevents reel from coming off roller when material is dispensed.
7. Reel rolls on grease packed flanged ball bearings.
8. Bright orange finish makes reel readily visible—helps to eliminate accidents.
9. Use on the job, truck, or in warehouse.

The M. B. Austin Company
NORTHBROOK, ILLINOIS

3144

GOOD WHOLESALER PROFITS
GREAT NORTHERN *Radiant Outdoor* **FLUORESCENTS**

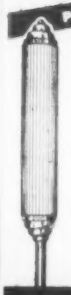


67% More Light
(BY ACTUAL TEST)
at 1/3 Old Cost!

Long range brilliance through night and fog at a fraction of incandescent. Long life, cost? Weatherproof, dependable? Notice of business in your area want them!

WALL-LITES

POST-LITES



- U-L approved
- Easy to install and maintain
- Operate efficiently in all weather

Ideal for service stations • used car lots • outdoor theatres • night clubs • tourist courts • restaurants • highways • hotels • shipyards • docks • department stores • driveins • commercial bldg. entrances, etc.

Distributed through recognized wholesalers.

Representatives write today for attractive territories still open.

GREAT NORTHERN MFG. CORP.
4221 Harrison St., Dept. EW-11, Chicago 24, Ill.

heading the management committee for the institute is Henry Leach of the Westinghouse Electric Supply Co.

KANSAS CITY—The Electrical Association of Kansas City recently held its Centennial Luncheon in the Aztec Room of the Hotel President. Guest speaker was J. L. Singleton, vice president and director of sales, general machinery division, Allis-Chalmers Mfg. Co., Milwaukee, Wis. Mr. Singleton's topic was "Progress with Power" a discussion on the use of power equipment and the modern trend in the overall effect of this new equipment in various industries. New members recently in the association's recent membership drive were present to be formally introduced to the organization.

The Electrical Maintenance Engineers and Associates of Greater Kansas City officially became a special group of the Electric Association at a recent meeting in the chamber of commerce auditorium. The move was made by a unanimous vote of the EME members. When their decision was announced, A. A. Dolan, the president of the electrical manufacturers division, welcomed the group into the EA.

At a recent board meeting of the EA, the officers and directors of the Young

This LIGHT before Christmas

means good sales for your house

SYLVANIA Christmas Tree Bulbs

Make sure your dealers stock and display plenty of these bright Sylvania tree bulbs. They sell *first* because customers know they *last*. Available in all rich, popular colors . . . blue, green, orange, red, and white. Packed 10 to a box or in strings.

For names of light-string manufacturers using Sylvania bulbs address: Sylvania Electric Products Inc., Dept. L-2311B, 1740 Broadway, New York 19, N.Y.

SYLVANIA ELECTRIC

LET'S LOOK AT IT THIS WAY!

from any angle COMPCO SLIMLINE is a L-O-N-G profit fixture

EXTRA COMPCO QUALITY AT NO EXTRA COST

You can't see it here, but once you lay your eyes on a COMPCO fixture you'll see what we mean by *extra* COMPCO QUALITY. It's there in the attention to fabricating details, in the hardware, in the wiring, in the nationally known and recognized components. Yes, important too, is the integrity of a company that backs up its products with a rock-bound guarantee of performance. And, you'll buy COMPCO products at competitive prices. *Write for our catalog and see.*

Compco CORPORATION

For the Finest in Fluorescent Fixtures

2231 W. St. Paul Avenue
Chicago 47, Illinois

Compco

THE COMPLETE 8 FT. FIXTURE CAN BE QUICKLY AND EASILY INSTALLED BY ONE MAN

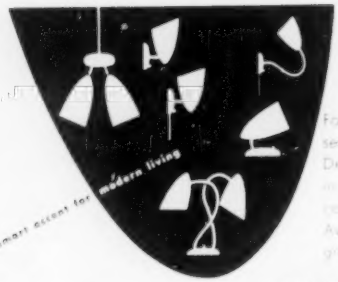
Complete fixture shipped in one clean carton • Positive arch-spring type sockets • Instant starting • Starters are eliminated • Maintenance costs are drastically cut • *Both the industrial and commercial fixtures can be surface or suspension mounted, singly or in continuous rows.*

FREE FLYING you can use a compromise idea and at the same time make a lasting profit for you.

Available In:

96", 2 LIGHT 200 MA, 2 LIGHT 430 MA
96", 1 LIGHT 200 MA, 1 LIGHT 430 MA
48", 2 LIGHT 430 MA
48", 1 LIGHT 430 MA

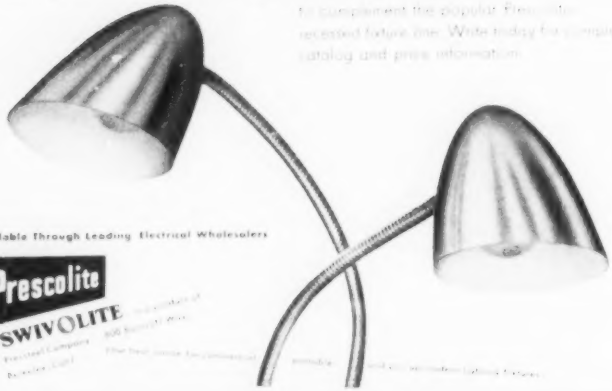
Hinged removable louvers available for all above sizes.



For the finest in contemporary lighting see Prescolite's new Swiv-O-Lite line. Decorative distinction and rigid construction in a wide range of functional designs for commercial portable and pin-up installation. Available in six decorator finishes — coral, green, gray, satin chrome, brass and bronze.

PRESCOLITE'S new **SWIVOLITE**

to complement the popular Prescolite recessed fixture line. Write today for complete catalog and price information.



Available Through Leading Electrical Wholesalers

Prescolite

SWIVOLITE

nating Committee for 1951 were elected. Those elected were: chairman—John W. Puckett, General Electric Supply Corp.; vice chairman—Fred E. Geiss, Fred E. Geiss Electric Co.; George Fisk, apparatus department, General Electric Co.; John E. Launder, Independent Electric Machinery Co.; Arthur G. Miller, Arthur G. Miller Co.; Oscar A. Olson, Macy's of Kansas City; J. F. Porter, Jr., Kansas City Power & Light Co.; C. G. Roush, Westinghouse Electric Corp.; and John M. Weir, W. T. Foley Electric Supply Co.

PHILADELPHIA—The Spring Garden Institute, in cooperation with the Philadelphia section of the Illuminating Engineering Society, is conducting an evening course in "Fundamentals of Illumination." The course includes a series of 16 sessions which started September 8th and will be concluded on December 22nd. November 19th marks the one hundredth anniversary of the founding of the institute, incorporated by act of the Legislature of the Commonwealth of Pennsylvania in 1851. Since its founding, the institute has educated more than 75,000 men and women for jobs that required technical training. The institute's board of managers is headed by Joseph B. Parks of the Westinghouse Electric Corp. The administra-

SWITCH to the BEST!

with **TORKMASTER**

UTILITY TIME SWITCH

When selecting automatic time switches for indoor and outdoor uses remember the advantages of dependable TORK CLOCKS. Ideal for — Signs and Window Lights — Pumping — Defrosting — Oil Burners — Pre-heating — Lead or Wax — Hen House lights. Write today for complete details.

No. 948A $10.00 List

30 AMP • SINGLE POLE TELECHRON MOTORED

America's Biggest Time Switch Value

TORK CLOCK

TORK CLOCK CO., INC. 1 Grove Street Mt Vernon, N.Y.

"EASY TO FISH"

WITH ATLANTIC FISH WIRE

SERVICE ENTRANCE CAP

1819

ATLANTIC CONDUIT FITTINGS CO.
BOSTON, MASS.

tive staff is led by Howard W. Gross, Dean. Spring Garden Institute has been a sustaining member of the Electrical Association of Philadelphia for many years. At present, Mr. Gross is a member of the association's board of governors.

Distributor salesmen were among the prize winners in the Philadelphia Wiring Modernization Campaign completed this summer. Four cash prizes were recently given to the distributor salesmen for their efforts in assisting contractors. The winning distributor salesmen were: 1st prize—F. H. Roebuck, Philbin Co.; 2d for 2nd and 3rd prizes—Philip Rainer, Gold Seal Electric Supply Co. and M. Chillaid, Graybar Electric Co.; 4th prize—J. L. Nelson, Graybar Electric Co.

The electrical association's 1950 Lighting Campaign recently got off to an enthusiastic start. The campaign, which ends December 8th, has the full support of 26 manufacturers of lighting equipment, 3 lamp manufacturers, 13 electrical wholesalers and the Philadelphia Electric Co. Heading the electrical wholesalers branch of the campaign committee is Harvey N. Wood.

PITTSBURGH—The 2nd Annual Tri-State Industrial Electrical Exposition sponsored by the Electric Exposition of

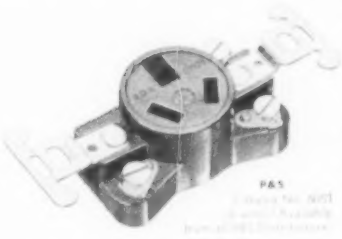
"He's betting it'll take two hours to install this one."

P. S. That mouse will lose his shirt if you're using P & S devices! For P & S devices are easy to install. With P & S quality, dependability and easy installation, you've got a winner every time!

P&S

P & S polarized outlets are stronger, P & S last longer

Outlets in this matched line have sturdy all-bakelite bodies with 1/8" minimum wall thickness . . . rugged terminals . . . No. 8 binding screws have large heads, and take No. 10 wire easily . . . husky, long-life contacts with spring at the base, far from arcing point . . . strong, zinc-plated steel back . . . .050" bakelite cover for added safety . . . available in 2, 3 and 4-wire models, rated 10, 15 and 20 amps; 125 and 250 volts . . . Underwriters' approved, meet or exceed all Federal and R.E.A. specifications. Add it up and you get another typical P & S device . . . quality, dependability, and easy installation!



PASS & SEYMOUR, Inc.

89 Boyd Ave. Syracuse 9, N. Y.

Maker of the famous ***P&S-Despard*** *Line*

P&S

HyKon Reelift

for easy handling of cable reels

WRITE FOR LITERATURE

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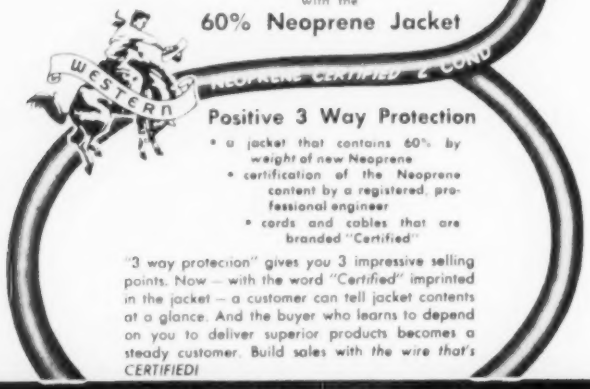
STATION "A" - ALLIANCE, OHIO

BRONCO 60

Certified

Cords and Cables
with the
60% Neoprene Jacket



Positive 3 Way Protection

- a jacket that contains 60% by weight of new Neoprene
- certification of the Neoprene content by a registered, professional engineer
- cords and cables that are branded "Certified"

"3 way protection" gives you 3 impressive selling points. Now — with the word "Certified" imprinted in the jacket — a customer can tell jacket contents at a glance. And the buyer who learns to depend on you to deliver superior products becomes a steady customer. Build sales with *the wire that's CERTIFIED!*

WESTERN INSULATED WIRE CO.
2425 EAST 30TH ST. • LOS ANGELES 58, CALIFORNIA

THIS IS IT!

World-wide recognition for this outstanding line of electric soldering irons —

HEXACON

— specified by the big names for the *TOUGH JOBS!*

- ★ MINNEAPOLIS HONEYWELL
- ★ RADIO CORP. OF AMERICA
- ★ STROMBERG-CARLSON
- ★ WESTERN ELECTRIC
- ★ WESTINGHOUSE
- ★ EMERSON
- ★ KAISER
- ★ BENDIX
- ★ SPERRY, etc.

PLUG OR SCREW TIPS
40 to 700 Watts
1/8" to 1 3/4" Tip Dia.

Follow the leaders and you'll specify HEXACON! They'll efficiently solve your soldering problems too! Write for literature.

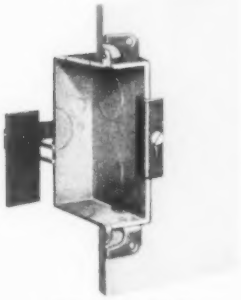
Important news to
WHOLESALERS

HEXACON soldering irons are a profitable line for the distributor, dealer and user because it represents one of the most complete lines available today. It is backed by famous users throughout the world, and an aggressive hard-hitting sales promotion campaign is telling the story to a quarter of a million key men in industry each month.

HEXACON ELECTRIC CO.
146 W. CLAY AVE., ROSELLE PARK, NEW JERSEY

Honer ★

OUTLET BOX HOLDER
FOR WALLBOARD AND PLASTERBOARD WALLS



Patent Number 2,517,778

WILL withstand a pull of 105 lbs. before breaking through one thickness of plasterboard, as witnessed and certified by the United States Testing Company of Chicago. Made to accomodate up to two thicknesses of plasterboard or 3 thicknesses of wallboard. Available also for multiple unit boxes.

HONER MFG. CO.
512 S. GREEN ST. CHICAGO 7, ILL.

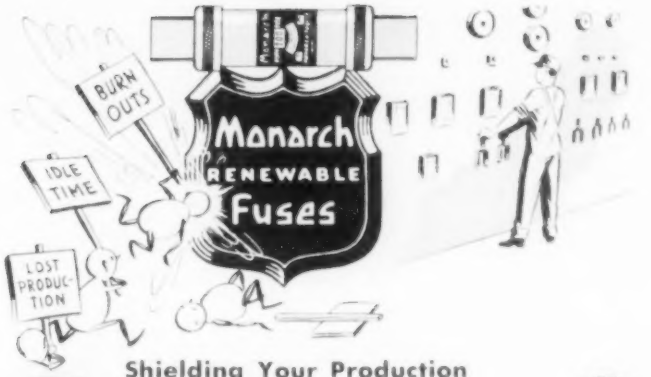
Western Pennsylvania was recently held here at the William Penn Hotel. On display were 42 exhibits of the latest developments in industrial electric equipment and supplies. Launching the three day exposition was a "Kick-Off" luncheon which saw J. Curran Freeman of the Allis-Chalmers Manufacturing Co. as guest speaker. Mr. Freeman's topic was "This Is Our America." Eight speakers from the industry spoke on a variety of subjects. E. T. Loring, chief, advice staff, engineering bureau, Carnegie-Illinois Steel Corp., presented operating models to illustrate his talk on conveyor systems and materials handling in receiving, warehousing and shipping. Dealing with the application of industrial electrical apparatus, Benjamin Scott Benson, Jr., chief illuminating engineer, Benjamin Mfg. Co.; S. C. Hunt, sales director, switch and breaker division, Square D Co. and W. W. Shaver, director of product development, Corning Glass Works were heard treating the subject as it pertained to their individual fields. Harold E. Slack, district manager, Bussmann Manufacturing Co. tackled the problem of "Controlling Fault Currents with Fuses". Maintenance of industrial electrical apparatus was thoroughly explored in talks by Thomas E. Hughes, general foreman, electric shops and motor rooms, Carnegie-Illinois Steel Corp.; R. G. Edsall, works electrical engineer,

Westinghouse Electric Corp., and H. L. Scott, owner, Scott Electrical Co. Entertainment was provided by the Westinghouse Quartet which sang a selection of songs.

MILWAUKEE—The Electric League of Milwaukee recently had a dinner party in honor of their fellow members Fred Benz, Nels Christopherson and Al Melombidinos. The three men each have had 30 years experience with the same company and are still going strong.

OMAHA—Nineteen new members have recently joined the Nebraska-Iowa Electrical Council. They include four contractors, 14 dealers, and one manufacturer.

YOUNGSTOWN—Two wholesalers who recently joined the Youngstown chapter of the Electrical League of Eastern Ohio are Robert Everall, Jr., Mosick Electric Supply Co. and Herb Schaffner, G.E. Supply Corp. Other new members are: Dale Wincraft, mgr., Penn-Ohio Chapter, NECA; Bob Burk, National Electric Products Co.; David Gundry, Ohio Edison Co.; Charles Carr, Wakefield Brass Co.; and Tom Jenter, Ohio Edison.



Shielding Your Production with LASTING PROTECTION

Monarch stands as a guardian of your production against the gremlins of "under" and "over" protection. Monarch offers you the lasting, dependable fuse protection needed for maximum, safe production. Specify Monarch knife and ferrule renewable fuses for dependable Fuservice.

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"You can take my word for it—I've been used on thousands of jobs and go into those Hard Woods easily without bending, pulling out, or splitting the wood."

Insist on Genuine SHERCO Staples. They are packed clean and dry. Write for full particulars today.

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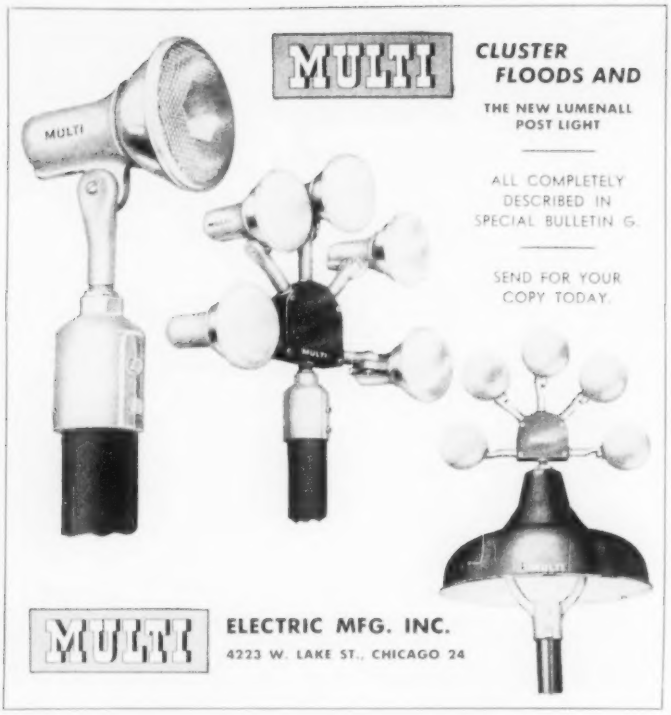
• JACKSON Quality Yardlights are wired complete—sturdily constructed in one piece of heavy gauge steel and finished with three coats of VITREOUS PORCELAIN ENAMEL. Withstand wind and weather. Listed by UL—approved for R. E. A. installations. Send for literature.

• Sold only thru Wholesalers • Manufacturers of Lighting Equipment

JACKSON ELECTRICAL COMPANY 900-910 W. Van Buren St., Chicago 7, Ill.

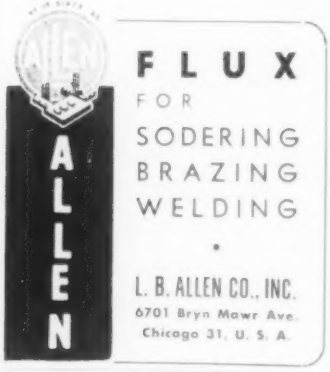


MORE FACTS ON PRODUCTS

Christmas Decorations—This new full-color catalog of the Royal Electric Co., Inc., Pawtucket, R. I., illustrates a variety of the company's new illuminated Christmas decorations. Pictured are new wall plaques, a new plastic "Angel," all-plastic candle sets, and a full line of plastic novelties. The catalog also illustrates the company's full line of indoor and outdoor tree sets, candles, table trees, wreaths and accessories.

When writing mention **ELECTRICAL WHOLESALING**

Business Machines—A new 26-page booklet KD 524 entitled "How to Increase Profitable Sales" has been released by Remington Rand, Inc. The booklet describes how machines and sales administrative systems may be utilized to compile sales analysis facts and use them for checking sales by individual accounts, by prospects, by salesmen and by territory. A unique Automatic Computing Chart is included which empirically signals percentage of sales against quota for in-



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in Penna., Del., Md., and D. of C.
Philadelphia Sales Agency offers aggressive set diplomatic representation. Well organized with Jobber, Contractor and Industrial market. We promote Sales through wholesaler channels.
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Your customers will get along like newlyweds with their electrical appliances, if the cord sets are CORNISH . . . the sure guarantee of perfect contact and long wear . . . the happy farewell to CORDelirium!

CORNISH

CORDS and CORD SETS

APPROVED BY UNDERWRITERS LABORATORIES

Selected by leading manufacturers . . . why not by YOU

A full line of Flexible Cords for the Repair and Service industry, obtainable through Jobbers and Distributors

CORNISH WIRE COMPANY, INC.

15 Park Row New York 7, N. Y.

dividual accounts without any mental or machine operation and permits calculation of performance on "last 12 months" basis instead of the conventional year to date basis. To obtain this booklet write to the Management Controls Division, Remington Rand, Inc., 315 Fourth Ave., New York 10, N. Y.

When writing mention ELECTRICAL WHOLESALING

Fluorescent Fixtures—The new "Smithcraft Price Catalog" recently issued illustrates each of the company's commercial and industrial fluorescent fixtures, and also includes dimensional drawings. For copies write to Smithcraft Lighting Division, Chelsea 50, Mass.

When writing mention ELECTRICAL WHOLESALING

Lighting Fixtures—A new 1951 color 16-page bulletin No. 2413 dealing with the company's new series of "Circuit" lighting fixtures is offered by Curtis Lighting, Inc., 6135 West 65th St., Chicago 38, Ill. The bulletin gives fully general specifications, features and

HEINEMANN

SERVICE CENTER

Fully Magnetic

Non-Thermal

QUICK, SAFE, CONVENIENT CIRCUIT PROTECTION

INSTANT action on short circuit. Delayed trip on minor overload. A flick of the finger restores current. Easy to install. No maintenance troubles. 2 to 8 breakers in box, depending on number of circuits.

Also	Send for
Service Equipment	
Dual Control Units	Bulletin 2012
100 Amp Equip.	
Motor Controllers	Bulletin 1410
Safelets	Bulletin 1010
Cutout Materials	Bulletin 4001

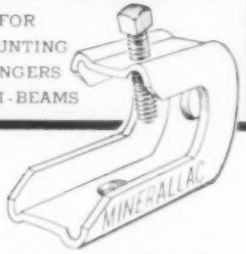
HEINEMANN ELECTRIC CO.

152 Plum Street

Trenton New Jersey

MINERALLAC BEAM CLAMPS

FOR MOUNTING HANGERS ON I-BEAMS



Mounts Minerallac hangers No. 8 to No. 6 on I-Beams safely without necessity of drilling holes. Made of heavy gauge zinc plated steel with deep drawn ribs to give needed strength, these durable, light weight beam clamps have ¼ 20 tapped holes—will fit beam flanges up to ½ inch thick. Furnished with case hardened set screw. Low cost.

Order From Your Electrical Wholesaler

SEND FOR LITERATURE

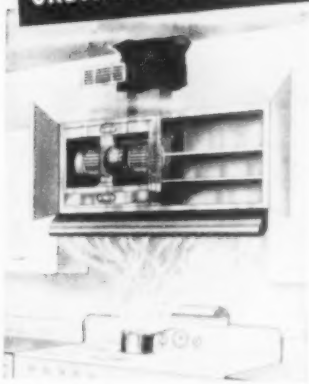
MINERALLAC ELECTRIC COMPANY

25 North Peoria St. Chicago 7, Ill.

MINERALLAC

The most MODERN kitchen ventilating system

TRADE-WIND SUPER CLIPPER CABINET VENTILATOR



Installs in cabinet over range . . . double inlets provide COMPLETE ventilation

Only the Super Clipper Kitchen Ventilating System—made by Trade-Wind—exhausts cooking fumes and heat from *both the stove and its ceiling hood.*

This newest development is installed in metal or wood cabinets directly over the stove.* The twin squirrel cage blowers produce 600 CFM—more than sufficient power to trap all cooking heat, grease and odors from the range top as well as through the second inlet at the ceiling. The motor is equipped with a 2-speed control. Two metal air filters are provided. Both a fold-under hood and stationary hood are available and both are optional.

No other kitchen ventilator can do the *complete* job that the Super Clipper accomplishes. And no other ventilating offers the architect, the builder and the home owner the versatility and efficiency which the Super Clipper provides for the modern kitchen.

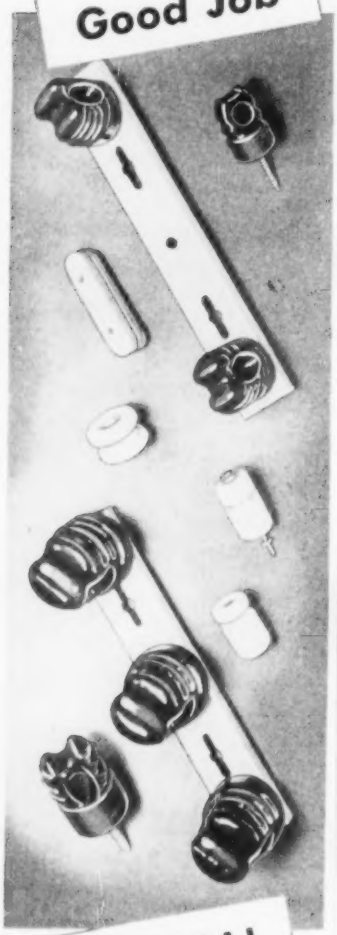
*Several manufacturers now build metal cabinets especially for the Super Clipper. Wood cabinets can also be built on the job. Trade-Wind does not provide the cabinet.

Write today for complete information.

TRADE-WIND MOTORFANS, INC.

5721 S. MAIN ST., LOS ANGELES 37, CALIF.

Make Every Job a Good Job



UNIVERSAL PORCELAIN INSULATORS

THE UNIVERSAL CLAY PRODUCTS CO.
1549 EAST FIRST ST.
SANDUSKY, OHIO

longer information. Detailed data regarding reflectors, downlights, dimensions, illumination and foot candles is also included.

When writing mention ELECTRICAL WHOLESALING

Lighting—Pointing out the important features and selling attributes of the company's line of cold cathode type lighting fixtures, this folder is available from Colonial Electric Products, Inc., East Paterson, N. J. The folder also contains photographs of installation jobs done with the firm's fixtures.

When writing mention ELECTRICAL WHOLESALING

Power Equipment—A new 28-page bulletin No. 25B6150C briefly presenting products commonly used on power generating, transmission and distribution systems was recently released by Allis-Chalmers Manufacturing Co., S. 70th St., Milwaukee, Wis. Included under generation are steam and hydraulic turbines, generators and such auxiliary equipment as condensers, pumps and water conditioning. The power distribution classification in-

CONDUIT

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CONDUIT NIPPLE MFG. CO.
1455 SPRING GARDEN AVE.
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Flexo... THE ALL PURPOSE FLUORESCENT LAMP THAT GOES everywhere

$13.50
1 Light

THE NEW Flexo IS HERE NOW!

ART SPECIALTY COMPANY
1242 W. Lake St., Chicago 24, Ill.

American . . .
YOUR BEST BUY in LIGHTING FIXTURES

2-lite 40 watt Industrial $7.25

Popular drop reflector fluorescent industrial. Heavy gauge steel. Baked enamel. Underwriters approved. Union label. Includes co-d. plug, chain. Order No. ER1-2-40 $7.25 F.O.B. Detroit.

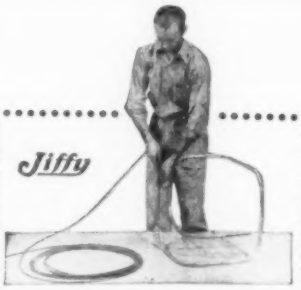
$6.25 2-lite 40 watt fluorescent strip

Attractive heavy duty fluorescent 2-lite strips. A specialty with us. Heavy steel—White baked enamel. Underwriters approved. Union label. Order No. ES-2-40 $6.25 F.O.B. Detroit.

Representatives wanted

Write for Catalogue and Price list of complete line of fluorescent and slimline fixtures.

AMERICAN FLUORESCENT FIXTURE COMPANY
1481 - 14th St. Detroit 16, Mich.



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NO-KINK FISH TAPE

Pushes and pulls around four 90° bends in aluminum conduit and six in steel with ease. Rust proof aircraft control type cable, coil spring covered, will not kink, break or gouge. Slips past boxes and conduit ends, no curling—requires few or boxes and fittings. Lengths—[illegible]—100 feet.

Jiffy Snap-in Blanks

"Jiffy" Knock out Seals are safe, cost less, and are easy to install. Only one piece, they snap into place. No tools are necessary.

OTHER JIFFY LABOR SAVERS
Boring Attachments — Adjustable Bar Hole Cutters — Hanger
Solder Dippers — Slipstick
Box Supports

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Chicago 7, Illinois

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STATEMENT OF THE OWNERSHIP, MANAGEMENT, AND CIRCULATION REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946

(Title 39, United States Code, Section 233)

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(Advertisement)

WOULD CERTAINLY MISS . . .

. . . this Buying Information

As a source for locating product information on machinery, equipment and supplies McGRAW-HILL'S PRE-FILED ELECTRICAL CATALOGS has proved its value conclusively to Arthur Wachter, Service Manager of Lighting Fixture & Electric Supply Co., Inc., New Orleans, La. In a recent letter Mr. Wachter said: *"I find this book very essential and would certainly miss it if not on hand."*

In addition to the pre-filed catalogs of leading manufacturers there is a comprehensive Directory of Manufacturers, with which is included a separate cross-referenced Directory of Trade Names with company addresses.

If there is no volume of PRE-FILED ELECTRICAL CATALOGS available at your plant for buying reference write to McGRAW-HILL CATALOG SERVICE, 330 West 42nd Street, New York 18, N. Y. There is no charge to qualified users.

clude transformers, voltage regulators, unit substations and circuit breakers. Miscellaneous motor control, switchgear and voltage regulation equipment is covered as well.

When writing mention ELECTRICAL WHOLESALING

Residential Lighting Fixtures—Showing 33 "Wallamps" which cover modern, traditional, and colonial designs, this catalog is available from La Salle Products, Inc., of Buffalo, New York. The catalog is fully illustrated and includes 26 new wallamp creations.

When writing mention ELECTRICAL WHOLESALING

Starters and Contactors—The Arrow-Hart & Hegeman Electric Co., 103 Hawthorn St., Hartford 6, Conn., has issued a "Engineering Data Folder" dealing with magnetic starters and contactors in sizes 0, 1, 2, 3 and 4. The folder gives ratings, dimensions, catalog numbers and other engineering and design data.

When writing mention ELECTRICAL WHOLESALING

WORTH ASKING FOR *by name...*

Reliability in every splice

The tape with the yellow core

made by **OKONITE**

Sold Only Through Recognized Wholesalers

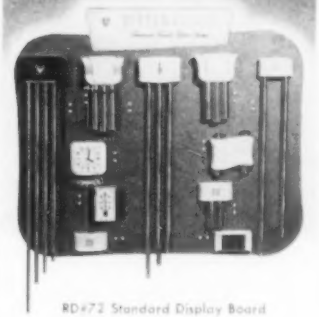
Ask for them by name...

Panther and Dragon

friction and rubber tapes

CHRISTMAS IS THE PEAK BUYING SEASON FOR *Rittenhouse* DOOR CHIMES

ORDER NOW TO MEET THE DEMAND



RD#72 Standard Display Board

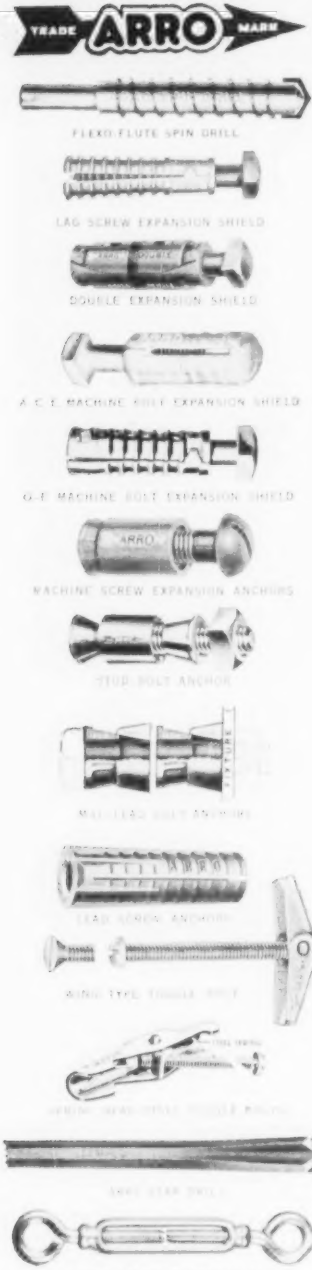
For added sales and profits, take advantage of the peak buying season coming up and get into the profit-making door chime business. There's a Rittenhouse Door Chime for every type home from cottage to mansion. Several types of beautiful Rittenhouse Display Boards available for the price of the chimes alone. Join Rittenhouse electrical wholesalers who are cashing in on the added profits from Rittenhouse Door Chimes—the line that has everything.

NATIONAL ADVERTISING PRE-SELLS FOR YOU

Millions of readers of these popular home magazines will see ads on Rittenhouse Door Chimes this fall. Some in your community will be asking for them. Be sure to have them on display and in stock.

WRITE TODAY. Get the merchandising facts about the full line of Rittenhouse Door Chimes. Also our complete line of bell and chime transformers.

THE RITTENHOUSE CO., INC.
76 Owen St., Honeoye Falls, N. Y.



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ARRO EXPANSION BOLT CO.

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The Wholesaler's Guide!

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P.R. SPLICING COMPOUND — *The splice that can be used on any electrical job.*

PLYMOUTH PLASTIC ELECTRICAL TAPE — *The outstanding plastic electrical tape — higher in dielectric strength. Tough — Neat — Economical*

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PLYMOUTH RUBBER COMPANY, INC.

Established in 1896

CANTON, MASSACHUSETTS

How to put fuse business on a "non-skid" basis

Holding business on ordinary "staples" is slippery business. You quote right and it's yours—a penny off and it's gone. You get it today—tomorrow your competitor walks off with it.

But you can get and HOLD fuse business

Show buyers that fuses are not a "staple"—that fuses are not just fuses—some are a lot better than others. Then show buyers the OUTSTANDING ADVANTAGES Fusetron dual-element fuses have over all other fuses.

When a user sees for himself how he can stop waste and loss of time with this modern fuse—how he can keep his motors whirling, machines running and men working better than ever before—it's not going to take him long to make up his mind to standardize on Fusetron dual-element fuses.

A sales presentation in your hands

You already have a briefed up sales presentation right in your binder—it is the bulletin on Fusetron fuses. Sharpen up your sales talk on fuses by glancing through it just before you call on your next fuse prospect. Doing this will help you tie up fuse business on a "non-skid" basis.

BUSSMANN MFG. CO.

St. Louis, Division McGraw Electric Co.

Sell Fusetron fuses for installation throughout the entire electrical system

FUSETRON

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BUSS